

BEER CAN COLLECTORS NEWS REPORT

The NEWS REPORT is published bimonthly by the Beer Can Collectors of America, 747 Merus Ct., Fenton, Missouri 63026. Advertising is NOT accepted. Subscriptions are available only to members of the BCCA. BCCA initiation fee for persons residing in the U.S.A. is \$5.00 with annual dues of \$12.00. Initiation fee for members living in foreign countries is \$5.00 and annual dues are \$17.00. Of your dues \$3.00 is to cover the cost of your Subscription to the NEWS REPORT. Members joining after Oct. 1 are paid up for the balance of the present year plus all of the following year. Membership application blanks are available upon request. Second-class postage paid at Fenton, Missouri and additional mailing offices.

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Trade Session Calendar:	Mark Ferguson #5836
Brand Changes:	Jim McCoy #136
Local Beers:	John Singer #13136
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PRESIDENT'S MESSAGE

Well, the holidays have come and gone and I received some nice additions to the collection, as I hope everyone did. And now that the holidays are over with, we can concentrate on trading beer cans once again!

The local chapters are getting ready for their upcoming trade sessions. Now would be an ideal time to rearrange the trading stock and decide just what to take to the next session.

Back in November, I attended the North Star Chapter's fifth annual Guzzle-N-Twirl which was once again, fantastic! I also noticed that there seem to be quite a few of the older, harder to get cans showing up. I guess more people are discovering that they don't have to wait until a Convention to trade for some of the nicer cans.

So, come on, get some of the good traders out of hiding, and, if I am able to make your chapter's next trade session, maybe we can trade. Until then,

Good Luck Collecting,

Bill Henderson # 73
President, B.C.C.A.

REMEMBER

9.01 The Beer Can Collectors of America News Report, the Want Ad Bulletin and the Membership Roster shall be the official publications of the organization and shall be mailed to all members.

9.03 The official publications of the organization shall be furnished to members for their personal use only as members of the organization. A member shall be subject to having his membership revoked if he gives, loans, sells or barter a Membership Roster or Want Ad Bulletin or a copy of all or part of either, or offers to do so, to any non-member, or if he uses an official publication for the purpose of making a general solicitation to buy or sell anything.

Please remember all News Report correspondence goes to:
BCCA News Report
7100 Broadway Bldg. 6-E
Denver, Colorado 80221

All materials must be in the editor's hands by the following dates for consideration.

ISSUE	DEADLINE
March - April	Jan. 12
May - June	March 10
July - August	May 12
Sept. - October	July 14
Nov. - Dec.	Sept. 23
Jan. - Feb.	Nov. 10

REMEMBER

4.01 Meetings of the Board of Directors shall be held at such place as may be designated from time to time by resolution of the Board of Directors. Board meetings shall be open to all members in good standing.

(If you wish to attend a board meeting, just call the nearest of your thirteen representatives on the board to find out the location, date and time.)

dues

That's right, your dues were due on January 1. If they are not received in Fenton, Mo. at the BCCA within the next few days you will no longer be a part of the BCCA. That would mean no more Conventions, Want Ads, News Reports, or Roster. Again, unless your dues are paid immediately, this is the last correspondence you will receive from the BCCA.

About the News Report

As I stated in the Nov.-Dec. News Report, it was mailed much later than usual. Final mailing was not until late December, not early December as I expected. This, the January issue, is being mailed from Denver on or about January 24. Changes are forthcoming in the March News Report with a new format. Also, a very big contributing factor to the lateness of both the November and January issues has been the difficulty of acquiring paper. There has been a paper strike in effect since early July. This has dwindled supplies of the quality of paper on which we print the News Report. I started in late September trying to purchase paper for this issue. Paper was received on January 2.

As we plan for March the paper situation is much in doubt. The paper strike continues when demand is far exceeding supplies. We may be forced to use a much higher quality of paper which will cost the BCCA approximately \$750.00 additional.

The Roster is scheduled to be shipped in late March or early April, however, again the paper problem creates great doubt about our schedule. More about the Roster in the March News Report.

Lonnie Smith #99, Editor

Saturday board meeting dates approved by the BCCA board of directors to aid in attendance of out of state BCCA members at board meetings.

Jan 20, 1979 . . .	12:30PM
Apr 21, 1979 . . .	12:30PM
Jul 21, 1979 . . .	12:30PM

So come on, show up and let us hear your views.

***** FOREIGN MEMBERS NOTICE *****

Due to problems with the exchange rate of foreign currencies or checks into U.S. currency, when paying dues or ordering supplies, please pay with a U.S. Postal Money Order or a money order or cashier check drawn on a U.S. Bank. Any other type of payment will not be accepted.

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Composite List of Souvenir Paper Label Cans

Compiled by Jim McCoy #136

At the suggestion of some of our members, I spent the past six months or so acquiring BCCA oriented souvenir paper label cans for the purpose of compiling a composite list. These labels primarily fall into two categories: 1) those issued by chapters commemorating Conventions or chapter trade sessions, and 2) those issued by and for individual members. There are a number of interesting and imaginative labels that have been created where time and expense are quite apparent. Hopefully, these will help to stimulate those of you who have been considering putting out your own souvenir paper labels to do so. It can open up a whole new area of collecting for you.

As usually happens with this type of undertaking, some labels have not been included because they were not brought to my attention. If you have a souvenir paper label that is not included in this list or intend to issue one, please send it to my attention and an update to the composite will be made in a future issue of the News Report.

Thanks go out to the following members whose contributions made this composite list possible: William Heichel (3635), Don Johnston (7367), Norm Hermann (3313), Dave Steck (4823), Roland Mallinckrodt (7059), Bob (801) & Velma (4314) Leuenberger, Martin Power (15322), Darrell Greubel (7025), Mel Hart (5503), Alex Schwertner, Jr. (3094), J. J. Collins (2813), Ron Jones (1236), Ralph Newman (1670), Dave Stegman (10856), Gary Fronk (2506), Ken (218) & Lois (288) Hiestand, Gary Margerum (1737), Dave Thomas (9777), Arnold Schmidt (328), Jim Kairis (10045), Bob McClure (104), Gene Johnston (466), Michael Homan (10662), Ken Simon (10269), Marie (9707) & George (17782) Miller, Ken Konopka (9917), Ralph Bezanson (7979), Bob Hahn (3729), Ed Hahn (3653), Jack Kerr (10964), Chuck Brix (10783), Ron Moermond (224), Paul Johnson (5564), Dave Kinney (5473), John Paul (42), Dick Sivils (4910), Norm Weidrick (4908), Gary Zembo (570), Will Hartlep (3109), Jerry Pecinovsky (346) and Joe Geist (238).

CHAPTER CANS

1. Badger Bunch - Issued for 1978 Little Suamico trade session and the retirement of BCCA member, Arnold Schmidt (328).
2. Blackhawk - Issued for 1975 Convention in Des Moines.
3. Bluff City - Issued for 1977 Summer Daze trade session.
4. Bluff City - Issued for 1977 Convention in Kansas City.
5. Bullfrog - Issued for 1978 Convention in Milwaukee.
6. Coal Cracker - Denotes date chapter was established--November, 1976.
7. Gateway - Issued for 1977 Spring trade session.
8. Greater Delaware Valley - Issued to promote attendance to the 1976 Convention in Philadelphia.
9. Heart of Illinois - Lists 1978 chapter officers.
10. Johnny Appleseed - Lists 1978 chapter officers.
11. KC's Best - Issued to promote attendance for the 1977 Convention in Kansas City.
12. Keystone - Lists chapter officers.
13. Keystone - Issued for 1976 Second and Last Annual Spring Thaw Thing trade session.
14. Keystone - Issued for 1977 Annual Spring Thaw Thing trade session.
15. Keystone - Issued for 1978 Annual Spring Thaw Thing trade session.
16. Lake Erie - Issued in 1978.
17. McDonnell Douglas
18. Mile Hi - Issued for 1974 Convention in Denver.
19. Mile Hi - Issued for 1974 Convention in Denver to present the banquet menu.
20. Old Dutch - Issued for 1977 Beer Can Exposition and Trade Session.
21. Olde Frothingslosh - Issued for 1976 trade session.
22. Olde Frothingslosh - Issued for 1977 Trading Weekend.



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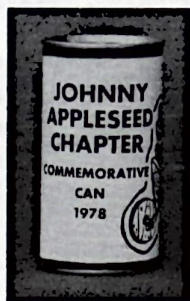
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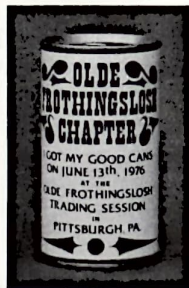
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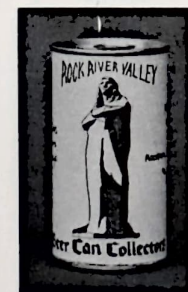
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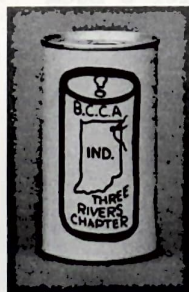
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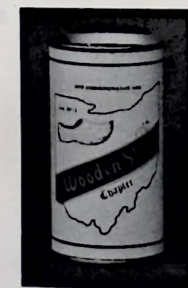
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23. Packer - Issued for 1978 Canvention in Milwaukee.
24. Rainier - Lists 1974 chapter officers and members.
25. Rock River Valley - Issued for 1976 beer can swap.
26. Simon Pure
27. Three Rivers - Pictures cans of Fort Wayne.
28. Tontine - Issued to chapter members at 1978 Canvention in Milwaukee.
29. Wes-Tex - Lists 1978 chapter officers.
30. Windy City - Issued for 5th Annual Picnic and trade session.
31. Wooden Shoe - 1978 commemorative can.
32. Bluff City/Gateway/McDonnell-Douglas/Valley of Flowers/Van Dyke - Issued to promote St. Louis as the site for Canvention X.
33. Star Model/Windy City - Issued for 1976 Midwest Mini Canvention.
34. Gambrinus/Johnny Appleseed/Lincoln Land/Miami Valley/Olde Frothingslosh/Pioneer City/Queen City/Three Rivers/Wooden Shoe - Issued for 1976 Dayton Mini-Canvention.
35. Diehl/Gambrinus/Goebel Gang/Johnny Appleseed/Miami Valley/Michiana/Old Dutch/Olde Frothingslosh/Pioneer City/Queen City/Silver Foam/Strohs Fire Brewed/Three Rivers/Wooden Shoe - Issued for 1977 Ohio Minicanvention.
36. Buckeye/Diehl/Gambrinus/Goebel/Goebel Gang/Johnny Appleseed/Lake Erie/Miami Valley/Old Dutch/Olde Frothingslosh/Pioneer City/Queen City/Silver Foam/Strohs/Three Rivers/Wooden Shoe - Issued for 1978 Ohio Minicanvention.

MEMBER CANS

37. Anderson, Dick (1073) - Mother's Home Brew Premium Beer
38. Bezanson, Ralph (7979) - Bezanson's Barley Pop
39. Bezanson, Ralph (7979) - clear, cold beer
40. Bezanson, Ralph (7979) - To Thirst
41. Brix, Chuck (10783) - Brix Beer
42. Collins, J. J. (2813) - Porthole Beer Can Museum
43. Hahn, Ed (3653) & Bob (3729) - Hahn Bros. Special Brew
44. Hart, Mel (5503) - Hart's Laughing Clown Beer
45. Hermann, Norm (3313), Rueben (5095) and Douglas (11138) - Hermann Clan-Can
46. Hiestand, Ken (218) & Lois (288) - Charter members of Keystone Chapter
47. Johnson, Paul (5564) - Wild Dog Beer
48. Johnston, Gene (466) - Geno's Brew
49. Kerr, Jack (10964) - Sherlock Holmes Ale
50. Kinney, Dave (5473) - Badger Brew
51. Konopka, Ken (9917) - Bully Beer
52. Konopka, Ken (9917) - Brew #9917
53. Leuenberger, Bob (801) and Velma (4314) - Leuenberger Can Castle
54. Miller, Marie (9707) and George (17782) - Miller's Bock
55. Moermond, Ron (224) - Moermond's Big Boob Beer
56. Newman, Ralph (1670)
57. Paul, John (42) - 1973 Canvention
58. Paul, John (42) - 1975 Canvention (white background)
59. Paul, John (42) - 1975 Canvention (gold background)
60. Paul, John (42) - 1975 Canvention
61. Sivils, Dick (4910) - Dick's Beer
62. Steck, Dave (4823) - 1978 Canvention
63. Stegman, Dave (10856) - Sir Dave's Dark Ale
64. Wiedrick, Norm (4908) - Wiedrick's Dark Beer
65. Decker, Merle (558), Zembo, Gary (570), Kates, Bob (1493), Thayer, Dennis (514) - Ox Blood Ale
66. Pecinovsky, Jerry (346), Fronk, Gary (2506), England, Walter (3260), Cripe, John (3262), Reed, Kelly (3957), Reed, Dick (4490), Gruebel, Darrell (7025), Knedler, Maxine (12586) - Hawkeye Hogwash (two varieties: A. black & gold; B. black & white)

OTHER CANS

67. Tree Frog Beer - Handed out at 1973 Canvention in Cincinnati.
68. Alligator Ale - Issued by Steven Boyd, member of Regal Chapter.
69. Everglades Light Beer - Issued by Steven Boyd, member of Regal Chapter.



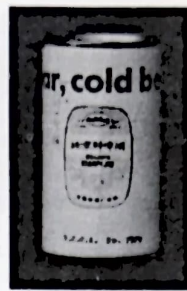
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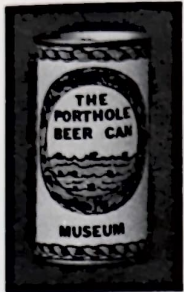
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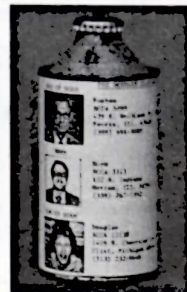
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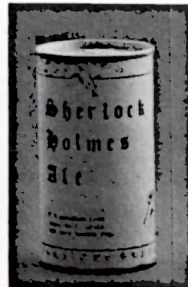
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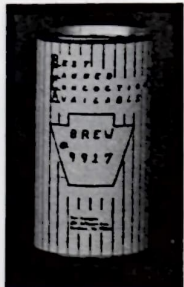
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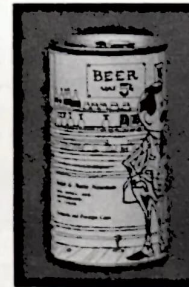
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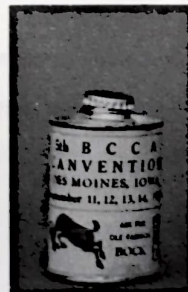
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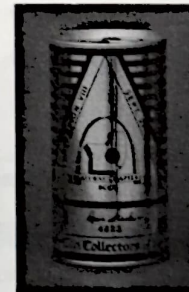
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The Emporium of Opportunities

Pithy Little Advertisements that are Interesting, Instructive and Profitable to Read, for they put you wise to the newest and best in the market and keep you in touch with the world's progress.

WELL, WE'VE MOVED AGAIN. MY ONLY NEW YEAR'S RESOLUTION IS THAT WE WON'T MOVE AGAIN FOR AT LEAST ANOTHER YEAR. WE NOW LIVE IN MILTON, WEST VIRGINIA. MILTON IS A THRIVING METROPOLIS SITUATED ON THE BANKS OF THE MUD (?) RIVER; HENCE THE TOWN'S POETIC NICKNAME, "MILTON ON THE MUD." IF YOU'RE EVER TRAVELLING ON I-64, MIDWAY BETWEEN HUNTINGTON AND CHARLESTON, DROP BY FOR A VISIT: WE'RE DYING FOR COMPANY. OUR NEW ADDRESS IS 1415-R Glenwood St., Milton, WV 25541

- Jan 13 Valley of Flowers; Florissant, MO, Transfiguration Hall; 11 AM - 2 PM; Bud Sucher, #3247
- Jan 20 or 27 Regal; West Palm Beach, FL; Bill Farrell, #3763 or Ken Simon, #10269
- Jan 21 Keystone; Harrisburg, PA area; R. Sim, #1394
- Jan 27 Olde Frothingslosh; Pittsburgh, PA; Will Hartlep, #3109
- Jan 28 Tidewater Champale; Virginia Beach, VA, Fort Story Officer's Club, "Where the Atlantic Ocean Empties into Chesapeake Bay." Don Peek, #17577
- Jan ? Atlantic; Chapel Hill or Durham, NC; Chuck Fogleman, #11878
- Feb 4 Prison City; Joliet, IL; Bob Scheidt, #8949
- Feb 4 Sangamon Valley; Springfield, IL; Kent Newton, #7100 or Rick Garner, #12218
- Feb 10 Jersey Shore; Holmdel, NJ, "Winter Can Fest"; Joe Radman, #6898 or Walt Williams, #6190
- Feb 11 Badger Bunch; Menominee Falls, WI; Brad Craig, #551
- Feb 24 Buckeye; Toledo, OH, "5th Annual Buckeye Trade Session", 10 AM - 3 PM, Local 14, UAW Hall; Jerry Bocain, #8768 or Dick Adamowicz, #344
- Feb 16-17 Mardi Gras; New Orleans, LA; Norm Cook, #8884 or Al Milnar, #818
- Mar 3 Johnny Appleseed; Wooster, OH; Colin Cruise, #7484
- Mar 10 Sunshine; Tampa, FL; Ric Saa, #10450
- Mar 11 Coal Cracker; Larksville, Wilkes-Barre, PA area, "2nd Annual St. Anthony's Trade", (HOME MADE POLISH FOOD); Dave Thomas, #9777
- Mar 23-25 Keystone; Gettysburg, PA area, Sheraton Inn, "Spring Thaw Thing", Barney Brady - father of #4980
- Mar ? Valley of Flowers; Location, dates, etc. TBA
- Mar ? Badger Bunch; Oshkosh, WI; Brad Craig, #551
- Apr 1 Pioneer City; IN BEAUTIFUL, DOWNTOWN MARIETTA, OHIO: A Big, Gigantic, Beer Can Trading Session happens from Noon to 4 PM at the Ohio National Guard Armory. S. Roger Kirkpatrick, #1583
- Apr 1 Badger Bunch; Kewauskum, WI (Annual Elections); Brad Craig, #551
- Apr 7 Smokey Mountain; "4th Annual Dump'N'Deal", Gary Galyon, #13329 or Mark Dougherty, #13036
- Apr 7 Garden State; Princeton, NJ; Superswap IV; J. Manning, #3802
- Apr 20-28 Bofferding; 4th Annual Overseas tour. Planned are tours of Allied Breweries, Tennents, & Scottish & Newcastle Breweries. John Ahrens, #9
- Apr 22 Olde Frothingslosh; Pittsburgh, PA; Will Hartlep, #3109
- Apr 29 Tidewater Champale; Virginia Beach, VA, Fort Story Officer's Club, 10:30 AM - 2:30 PM; Don Peek, #17577
- Apr ? Regal; Location TBA; Bill Farrell, #3763
- Apr ? Atlantic; Location TBA; Chuck Fogleman, #11878
- May 6 Sangamon Valley; Springfield, IL; Kent Newton, #7100 or Rick Garner, #12218
- May 19-20 Southern Tier; Deposit, NY, "5th Annual Two Day Trade Session" at the Guestward-Ho. Pete Hempstead, #689 or Marie Lillie, #2590

- May 20 Valley of Flowers; Florissant, MO, Bangert Park, Shelter #1, 1 PM; Bud Sucher, #3247
- Jun 1-2 North Star & Badger Bunch; Eau Claire, WI, "7th Annual Weekend at Wally's", Wally Swenson #348 or Glenn Thorsen, #320
- Jun 9 Wooden Shoe; Wapakoneta, OH, Auglaize County Fairgrounds, 10 AM - 3 PM; Mike Homan, #10662
- Jun 16-17 Jersey Shore; Asbury Park New Jersey Convention Hall, "3rd Annual East Coast Beer Can Swap", Co-sponsored by the Jersey Shore Chapter and the Asbury Park Chamber of Commerce; Joe Radman, #6898 or Ray Soehngen, #11618
- Jun 17 Keystone; Lancaster, PA area; Emil Skala, #11771
- Jun 17 Olde Frothingslosh; Pittsburgh, PA; Will Hartlep, #3109
- Jun 6-8 5th Annual Ohio Summer Convention in Dayton, Ohio; Bob Kates, #1493
- Jul 20-22 Big Beer Brotherhood; Mahomet, IL; Tin Cup Campers Park; Easily accessible to I-57 & I-74; Camping or motels nearby; Tobi Harms, #586 or Don Bannon, #792
- Jul 21 Badger Bunch; Little Suamico, WI; Arnold Schmidt, #348
- Jul 22 Valley of Flowers; Florissant, MO, Bangert Park, Shelter #1, 1 PM; Bud Sucher, #3247
- Jul 29 Tidewater Champale; Virginia Beach, VA, Fort Story Officers Club; 10:30 AM - 2:30 PM, Don Peek, #17577
- Aug 4 Cowboy; Cheyenne, WY; Jeff Berg, #799
- Aug 7 MY BIRTHDAY
- Aug 19 Olde Frothingslosh; Pittsburgh, PA; Will Hartlep, #3109
- Aug ? Badger Bunch; Husher WI; Brad Craig, #551
- Sep 6-9 CANVENTION IX IN PHOENIX
- Sep 16 Keystone; Hanover, PA area; R. Leese, #8298
- Sep 23 Valley of Flowers; Florissant, MO, Bangert Park, Shelter #1, 1 PM; Bud Sucher, #3247
- Oct 20 Old Dutch; Lima, OH, Allen County Fairgrounds. "4th Annual Beer Can Exposition & Trade Session", 9 AM - 3 PM. Approx 1 mile East of Lima on SR 309; just off I-75, Exit 125; Dan Reinicke, #7551 or Don Johnston, #7367
- Oct 28 Tidewater Champale; Virginia Beach, VA, Fort Story Officer's Club, 10:30 AM - 2:30 PM; Don Peek, #17577
- Oct ? Jersey Shore; Toms River, NJ, "Oktober-Can-Fest 79", Joe Radman, #6898 or Ron Frey, #14191
- Nov 4 Keystone; Lebanon, PA or Reading, PA area; contact TBA
- Nov 14 Valley of Flowers; Florissant, MO, Transfiguration Hall, 6 PM; Bud Sucher, #3247
- SEPTEMBER 4-7, 1980; CANVENTION X: Hershey, PA, Hosted by the Keystone Chapter.

Please mail all trade session info to:

Mark C. Ferguson, #5836
1415-R Glenwood St.
Milton, WV 25541
304/743-4053

March 16-18 Queen City; Cincinnati, Ohio, Third Annual St. Patrick's Day Mini-Convention. Louise Durbin #859.

May 19 Mile Hi; Central City, Co.; "Fourth Annual Central City Chili Making and Eating and Beer Can Emptying and Trading Exposition." Starts 10 AM. Max Robb #116.

IF IT'S RUSTED IT CAN BE TRUSTED



SOUL™



STOUT MALT LIQUOR

SOUL Stout Malt Liquor (easy open pull-ring cans)	Retailer Cost	Unit	Minimum Resale Price to consumer	Case
24/16 oz. Cans, 4/6 Pak	5.25	.29	6/1.74	6.79
24/12 oz. Cans, 4/6 Pak	4.03	.22	6/1.32	5.24
24/8 oz. Cans, 4/6 Pak	3.27	.18	6/1.08	4.20
12/32 oz. "Twist Cap" N. R. Bottle	4.98	.56	-----	6.72
Plus Sales Tax				

PREMIUM BEER (Mellow Yellow)

PREMIUM Beer (Mellow Yellow)	Retailer Cost	Unit	Minimum Resale Price to consumer	Case
24/12 oz. Cans, 4/6 Pak Pull Tab	4.03	.22	6/1.32	5.24
24/16 oz. Cans, 4/6 Pak Trays Tab Top	5.09	.28	6/1.67	6.60

The above consumer prices are established under rule 90 of The Alcoholic Beverage Control Act.

Distributed by:

Globe Bottling Co., 5190 Santa Fe Ave., Vernon, Calif.
For immediate delivery anywhere call: 585-0156

Beach Beverage, 21801 Vera St., Torrance, Calif.
Phone: TE 4-6418

City Beverage Co., 717 Date St., Alhambra, Calif.
Phone: 283-2016

Southside Distr. Co., 11151 Palmer Ave., Southgate, Calif.
Phone: 773-5220

As advertised on KGFJ Radio, 1230 on your dial 48 spots per week

This ad. was given to me by Dave Helber #15697. It's from a 1968 edition of the Patterson Beverage Gazatteer. This publication features advertisements from liquor manufacturers and wholesalers, and is distributed to retail outlets (bars, restaurants, liquor stores).

The ad. offers both 12oz. and 8oz. cans of malt liquor. Few people believed the red 12oz. was ever marketed, let alone an 8oz.

KGFJ, the radio station at the bottom of the ad. was the most popular black station in Los Angeles at that time. However, the distributors listed in the ad. are all in predominately white areas. This refutes the myth that Soul was only sold in Watts, and accounts for why Soul finds have been made in various areas of Los Angeles.

Incidentally, I checked the distributors in the ad. No, there arent any cans left. Who will find the first 8oz. red Soul????

Beer's good for you if you run 2 miles for each can



GOES WITH GUSTO—Andrew Graham, N. Haledon, of Kohler Distributors, Hawthorne, poses with his traveling 12-foot beer can. The oversized replica can actually be driven and is equipped with headlights and blinker lights. How's that for getting all the gusto you can from a can? Today photo by Flo Tralle.

BEER really is good for you — that's the verdict of a New Jersey heart specialist.

But before you reach for another six-pack in celebration, there is just one snag. To get the most out of the golden elixir you must run at least two miles for each can, says Dr. George Sheehan.

And at the age of 59 he reckons he is well qualified to give advice, being both a marathon runner and a beer drinker.

"There is no doubt in my mind beer is really good for people —

especially active ones. Running or playing sports burns up a lot of calories and gets rid of a lot of sweat. Beer is the quickest replacement," says Dr. Sheehan.

"Sportsmen generally consume pretty huge quantities of beer, but I think marathon runners are among the only ones to consume during a race.

"The alcohol in the beer is immediately absorbed, thereby replacing the calories. And the water gets right where its needed fast. It's much better than those sugared soft drinks which have to be digested.

"With jogging going from strength to strength, it must be comforting for people to know that a few cans on the road or as a reward back home does no harm.

"Usually I run 20 to 30 miles in practice each week and have a beer for every six or seven miles. But for the average jogger I should think that two miles would be about right for each beer."

THE STAR JUNE 13, 1978

Light Beer Need Not Be Low in Calories, Brewery Tells Critics

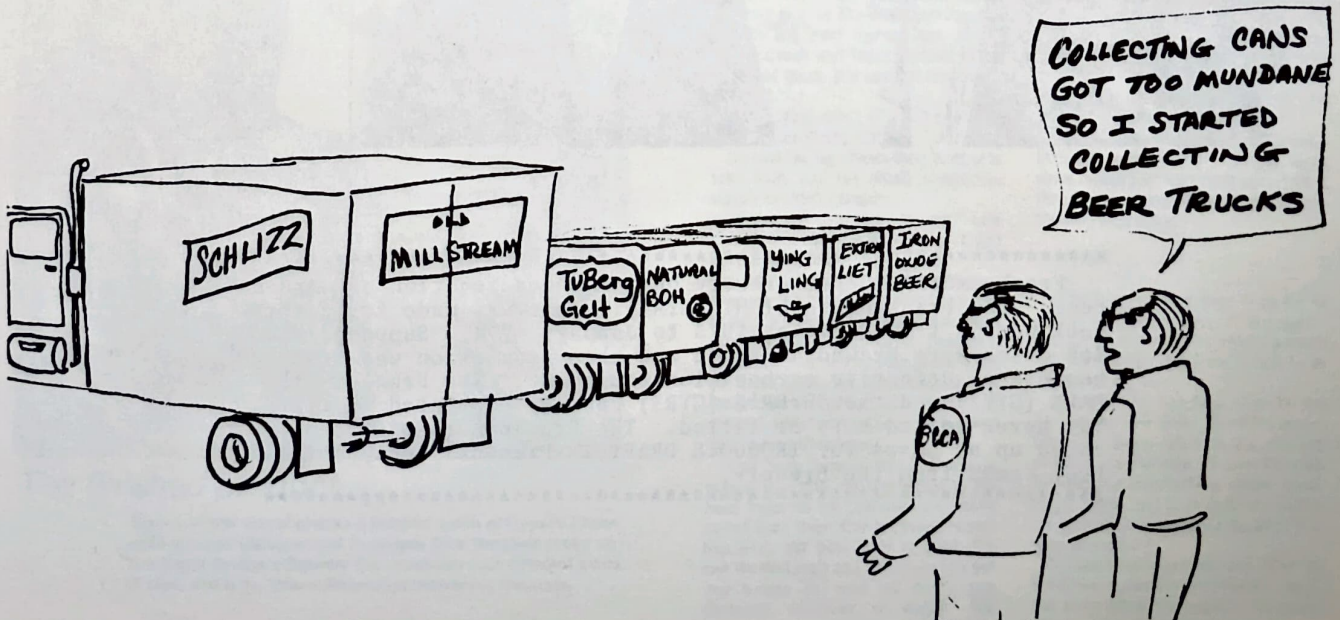
Pittsburgh — Stung by criticism from the Allegheny County Consumers' Protection Agency, the makers of Iron City beer are maintaining that a "light" beer does not necessarily have to be low in calories.

Company President Robert Cox disputed the agency's charge that the firm's advertising for Iron City Light was deceptive.

The agency said advertising for the beer implied it is a low-calorie product, while no calorie information is shown on the bottle labels.

Cox said Friday that advertising for the recently introduced Iron City Light made no low-calorie claims. The beer, he said, was "lighter in taste and less filling, brewed with natural ingredients, and that's all we indicate."

"TRUST IN RUST"



They rally 'round the tap

SUNDAY, NOVEMBER 26, 1978

THE SAGINAW NEWS

The room is small, dark and damp. It could be the cellar of an old home except for the big wooden vat in the corner.

Throughout the day, local men like Henry Schiefer, Charlie Vanek and Dick Deuring start coming in, usually in groups of two or three. Most of the men wear muted green or gray work clothes, and their slow walk is evidence of their age.

They meet because for many there is nothing better to do. They rally around the stark tap in the back of the room, dark foamy beer in hand, and sample the day's efforts. The beer and town talk starts to flow.

The gathering is a Frankenmuth tradition. The men are present to sam-

ple the brew of the Geyer Brothers Brewery Co., the lone independent brewer in the state.

"We just get together and shoot the bull," said Schiefer, a 69-year-old retired farmer. "You got to go out and do those kinds of things to stay alive."

Walter Geyer, the sole member of the founding family still in the business, glances back at the men, but he can't join them because it's a brewing day, one of two each week. Geyer, 65, reported to work at 3 a.m. to watch over his beer. His title is "master brewer" and he has been making Geyer lager since 1934.

Geyer has said he plans to brew for about three more years and then retire. When he does, it will mean the passing

of a Michigan tradition. His son Martin entered the business for a while but soon settled on another career. He would have represented the fourth generation to produce the beer.

This private brewing touch is a point of fierce pride. As Geyer General Manager and President Dick Brozovic says, "there are no push button boys around here."

Beer has been made at the Main Street location since 1862. John Geyer purchased in 1874 what was then known as the Cass River Brewery. The Geyer family, with roots in Bavaria, had a controlling interest in the company until 1969 when it was purchased by the Matthean Investment Co., and Brozovic came in to run the business.

Years ago, Frankenmuth was a sleepy town where customers would come for their beer on house-drawn wagons. Now it's overwhelmingly commercial. Tourists, not natives, fill the streets.

"We used to leave the key outside, and a lot of people in town used to know where it was," said Geyer. "People would come in at all hours of the night and sample our beer. If people were thirsty, they would come in and help themselves. My dad encouraged it."

"Sometimes we would have a little party and there would be entertainment, sauerkraut, sausage and bread. A lot of people would just come over to have a good time."



Frankenmuth tradition

Walter Geyer and Dick Brozovic stand in front of the Geyer Brothers plant, located on Main Street in Frankenmuth. Beer has been made at the location since 1862, and in 1874 John Geyer purchased what was then the Cass River Brewery. The Geyer family owned the company until 1969 when it was bought by the Matthean Investment Co. Walter has been brewing beer at the plant for 44 years.

Frankenmuth's Geyer Brewery only made one edition of canned beer-- the Frankenmuth LIGHT (GYR1). That was made for a three week period from December 1973 to January 1974. Supposedly only 368 cases were brewed and sold and then production was stopped because of defective carbonation equipment. The Frankenmuth DARK (GYR2) and the GEYER'S (GYR3) cans were printed in flats, but never rolled here or filled. The Frankenmuth DARK cans ended up as bases for IROQUOIS DRAFTs. Presently only bottled beer comes from the brewery.

every day at Geyer's

"I remember one time some friends got my dad out of bed about two in the morning to come down and tap another barrel because they were dry. He went out and did it too. But you can't do those kinds of things anymore. People have changed."

Tales are still told about good times in the Geyer saloon room. The cracker and sardine table, the old potbelly stove, the gas lights and the bar rail are now just a memory to elderly area residents.

Favorite stories center around Walter's grandfather, John G. Geyer. One time a man, who already had a few brews too many, demanded a beer. Grandpa was said to have pointed to the door and told the man, "that's where the carpenter left a hole and that's where you can crawl out."

Walter's grandmother, Barbara Geyer, also helped out in the business. When someone wanted a keg of beer, she reportedly went to the cellar, hoisted a keg on her shoulder and delivered the keg to a waiting wagon.

A bench in front of the tavern was a favorite resting place for the oldtimers, who would sit and swap old lumbering and hunting tales. A favorite storyteller often told the account of when he finally outwitted a fox that always hid behind a tree, by bending his gun barrel around the tree.

To call the Geyer Brewery small simply isn't descriptive enough. Carling produces 800,000 barrels a year, and the state's other brewery, Stroh's, brews 7 million per year. Geyer's? A tiny 33,000 barrels.

Brozovic, the man who worries about the money, says his company has a hard time competing against the brewing giants as they have a big edge in purchasing and distribution. Geyer beer is sold primarily in Michigan, but the beer is making inroads in Ohio and part of Pennsylvania.

"I think the worst is behind us," he said. "We're not yet financially set by any means, but at least we have some breathing room."

Advertising? For Geyer's that's only a dream. While the big companies spend millions on television, Geyer's fame travels by word of mouth.

"We try to get involved in civic things to gain our publicity," Brozovic said. "We just can't afford to spend money for advertising."

Small breweries throughout the country are fighting for survival. In 1933, there were 750 breweries in the country and all were doing a booming business. Although beer consumption is now up from that time, only 48 breweries remain. Fourteen are national brands while the rest fight to live.



Carl Hochthanner boxes Geyer's Beer

GEYER'S

Walter Geyer has seen numerous local breweries disappear from the market. The fact that many were centered around Frankenmuth makes their demise all the more astonishing.

"Let's see," he said. "Just down the road in Flint there were two, White Seal and Klings. Saginaw had three breweries at one time, National, Banner and Schemm. Bay City had three, Kolbs, Phoenix and the Finest. Sebawaing had one as did Port Huron, Ann Arbor, Battle Creek and Ionia. Detroit had a bunch of them. It's hard to remember them all."

Geyer said most of the breweries closed after World War II.

He said the big chains then started to take hold, and the small companies simply couldn't compete.

"We're still glad to be around," said Geyer. "We have a special product, and people seem to like it."

A production staff of about 15 men produce four brands of Geyer beer. The company's lager has more bite than many beers, according to Brozovic. Bavarian Beer is a smooth brew, while Bavarian Dark, the largest seller, has the traditional full-bodied dark taste. A special Oktoberfest beer is brewed during the fall months.

"Our dark beer is tops," Brozovic says with a grin. "Many people in the beer business he told me they have tasted none finer. Our brewing process has made our beer taste so good. We use the best malt and barley we can get our hands on, and we don't add chemical additives or sugar. We steam our beer rather than cook it over

a direct flame. Not many people bother to do that anymore. The result is a better flavor."

Geyer's competes with national brands in price. A case costs from \$8.00 to \$8.50, while six-packs are around \$2.10 in most stores. Much of the beer is sold right from the plant to area residents.

"People say our beer tastes a little different to them," says Brozovic. "You're darn right it does. People don't know what beer tastes like without a lot of additives thrown in. If people would just take the time to try us, I'm convinced many would stick with us."

Brozovic admits that might sound a little like a commercial. But, he says, since he can't afford to buy advertising, throwing in a plug whenever possible is the next best thing.

"I've been making beer here for 44 years; no one has been at it longer," said Geyer with a smile. "We're a small operation, so the brewmaster has to do almost all the work."

Frankenmuth has long been known for chicken and beer. Down the street from the Geyer plant is the modern production facility of the Carling Brewing Co. Everything shines under bright lights, and thousands of visitors tour the plant and sample the beer in a tasteful room.

Occasionally someone will drop by the Geyer operation and request a tour. But more often, the regulars let themselves in through the side door.



The finished product

Brewer Walter Geyer checks a finished batch of Geyer's Lager, while General Manager and President Dick Brozovic looks on. The Geyer Brothers Brewery Co. produces four different kinds of beer, and is the lone independent brewery in the state.

Foreign Brand Changes

Marcella Schinski #3715

Thanks to the following foreign globe trotters for their help; Paul Kattelman (10006), John Wheler (15549), Christer Loow (11743), Gary Crossen (8068), Dave Finney (9170), Dennis Drew (11565), Bob Campbell (1178), Lee Ecola (17169), Antonnio Guarnaccia (15459), Murray Turner (17506), Christer Idstrom (5179), Scott Oglesby (6169), J.J. Collins (2813), Dick (4530) & Joane Clark (14530), Bob Prinz (6705), Ed Sadler (1210), Richard Haynes (18040), & Rick Saa (10450), plus Jeremy Tillcock (19054).

Asahi Beer/Asahi/Japan. Another new series of cans; cartoons in the 350ml & 500ml sizes. #1914, 1924, 1934, 1974, & 1984. I listed the cartoon numbers I know about--there may be others. I'm sorry I can't show these cans but my resident lithographer tells me that because the cans are silver, the detail of the cans will not be visible.

Asahi Lager Beer/Asahi/Japan. Can #1504-500ml aluminum can having the same basic label; the rising sun & the brand name all encircled in gold.

1. Astra Export/Bavaria-St. Pauli/Hamburg, Germany. Changes have been made to the design of this 0,33l can as well as the colors, which are now red, white & gold.
2. Augustus Barnett Lager/for Augustus Barnett/London, Eng.. A totally new design & brand; ½ of the can at top is a slash of gold with Lager in black; bottom half is a slash of red with white lettering and a small logo with two persons-275ml.
3. Balboa/Nacional/Panama. This brand has appeared in Colon in the Canal Zone in an all white 0.355 litros can with red and black lettering. The head & shoulders of a conquistador (in black) appears at the top of this 2 sided can.
4. Bavaria Holland Beer/Bavaria/Lieshout, Holland. A two tone 33cl can; top ½ white with black lettering & the bottom ½ black with gold lettering. birra BAVARIA HOLLAND beer appears on one side & cerveza BAVARIA bierre blonde on the other.
5. Beckh Bier/Beckh/Pforzheim, Germany. Red & white 33cl can with lettering in red, green, & black with a goat's head on a crest at the top of the can.

Canadian obsoletes; Calgary Export Lager, Dow Ale (Quebec), Heidelberg (Montreal), Kronennrau 1308 (Quebec), & Labatt's Special Lite.

Castlemaine XXXX Export Lager/Castlemaine Perkins/Brisbane, Australia. Same yellow can, with red & black lettering, & the brewery near the top of the can, except "Export Lager" in place of "Bitter Ale". This 370ml can also has Australian Beer (in red) at the top of the can.

Crystall Wuhrer Beer/Wuhrer/Brescia, Italy. Same gold 33cl can but the word WUHRER is now much closer to the word CRYSTALL. This is quite noticeable when cans are compared side by side.



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6. Dreher Export Beer/Dreher/Massafra, Italy. An all gold cl 33 crimp/steel can with the words Dreher Birra in white, within an orange circle. Dreher in black within a white band across the center of the circle.

Falcon Bayerskt Lattok Klass I

Falcon Bayerskt Ol Klass II

Falcon Bayerskt Starkol Klass III Export

/Falken/Boras-Falkenberg, Sweden. Another new design; all having the Falcon head encircled within the oval with the brand name appearing around the oval & the word BAYERSKT across the oval beneath the falcon. All cans have a gold & silver band at the top & bottom, as well as a ribbon beneath the oval, & the words ORIGINAL TAPPNING above a tap spiket. LATTOL KLASS I-33cl green can. OL KLASS II-45cl all red can. STARKOL OL KLASS III EXPORT-45cl red & gold horizontal lines.

Feldschlosschen Pilsner/Feldschlosschen/Braunschweig, Germany. This 0,33 liter can is identical to the 0,35 liter can with one exception; the words PILSNER Brauerei Feldschlosschen Braunschweig are now green in color.

Gilde Pilsener/Lindener-Gilde-Brau/Hannover, Germany. A significant change occurred to this 0,33l aluminum can in that the 4 coins at the top have been split. There are now 2 coins on each side of the 4 lines of script lettering at the top of the can.

7. Golf Lager/(So. Africa). A can issued to promote the sale of the new small VW automobile in South Africa; unable to be purchased in stores, only issued by motor firms. "The world's biggest idea in small cars" is in English on one side & Afrikans on the reverse side of the can. A very limited number of cans was available making this a "Super" can for one's collection.

Granges Lager 12 Beer/Granges/Grangesberg, Sweden. Same label as featured in Sept. '78 issue, can #8, pg. 5, except the Ol Klass II no longer appears on the can beneath the contents or anywhere else on the can-45cl.

8. Gulpen Pilsener Bier/Gulpener/Gulpen, Holland. Orange 33cl one sided can with accent colors of gold, white & green.

Heineken Beer II/Heineken/Amsterdam, Holland. An all white 45cl aluminum can with a greatly enlarged oval covering the entire face of this one sided can. It's the same green & red oval but there is no lettering in the red bands at the top & bottom of the can. This is only the second aluminum can in Sweden; the 1st having been the 33cl Granges Fatol IIB can-circa 1970.

Herrenhauser Pilsener/Herrenhausen/Hannover, Germany. Quite a change has been made to this 33cl can. The white horse on a red crest is now the focal point on the can with 2 gold coins on each side of the crest. The brewery name & brand appears above & below the crest respectively & serves as a frame, along with the gold coins, for the horse accent. One line of print is at the bottom of the can.

Holsten Export-Quality Lager/for Holsten/London, England. Available in the 275ml & 440ml sizes with the larger can having 1 white & 2 black lines at the top & bottom of the can, which the smaller can does not. An all orange can with a knight in armour astride a black stallion within a gold center.



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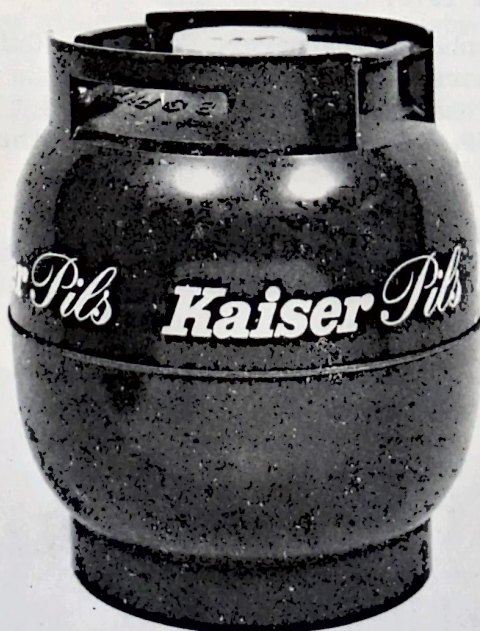


8.

9. Hummer Alkoholfreies Bier/Hummer/Dingolshausen, Germany. Another can from this brewery, but this time it's a near beer. All tan 0,33l can with a green band at the top & bottom. Four languages appear on the back of the can with the English being; Malt Beverage without alcohol 11½ FL. OZ.-Product of W. Germany-over the Seas, Deserts, & Mountains.
Inglesinha Especial/Mogiana/Brazil. Same basis label but "Conteudo 355ml" is now under the oval in place of the word Especial which is now vertical along the seam. There is also some wording changes in the gold band at the top.
- Kaiserkrone Pils/Kaiser Brau/Neuhaus, Germany. Same label as shown for the Export Biere (July '78 issue), but this can is green.
10. Kaiser Pils. I finally obtained one of the 6L plastic containers for my collection & have it shown for all to see. It's all green with white lettering & reminds me of the "gas bottles" one sees on RV campers. (This is the same style container as the Burg-Brau & Schlossbrau as reported on in the March '78 issue).
11. Karls Brau/Wuhrer/Brescia, Italy. A very attractive cl 33 tan can with red & white shield.
Kirin Lager Beer/Kirin/Tokyo, Japan. Can #1834-500ml aluminum can having the same basic label; the dragon.
12. Kloster Pilsener/Kloster/Hamm, Germany. A green & white extruded steel 1l fl. oz. can with blue & green lettering for export to Italy.
13. Kronen Export/Brau A.G./Nurnberg, Germany. Very attractive blue & gold 0,33l can (reminds me of the Tucher Ubersee and/or Export cans) with 4 shields at the top of the can, the world globe in the center of the can and a crown above the word KRONEN.
14. Leeuw Pilsener/De Leeuw/Valkenburg, Holland. This 33cl all gold can has a white oval containing the brand name. The oval is trimmed in orange & all lettering is gold, orange, & white.



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15. Leopard Lager/Leopard/Hastings, N.Z.. This 340ml can is brewed & canned for the Shipping Corporation of New Zealand Ltd. It is by far one of the best looking cans to come out of N.Z. in a long time, featuring the "New Zealand Pacific" freighter, fully loaded on the open sea. (The ship is red & white with the blue sea & sky as the background.) The can is supposed to be available only on ship board & could be a "tough" can to obtain, for one's collection.
16. Leopard Strong Export Quality Beer/Leopard/Hastings, N.Z.. Quite a change to this 340ml label with bands of black, gold, red & gold, from top to bottom with the traditional black leopard framed in gold at the top of the can. The words Export Quality (in blue) are directly below the words Strong Beer in bold letters on the red background.
- Lion Beer Brown/Lion/Wellington (N.Z.). A new brand, rumored to be replacing Lion Beer Draught, having the identical label & colors but this is a 460ml can.
17. Magnum 5.5 Premium Ale Biere/Carling O'Keefe/Toronto, Canada. A new brand of beer has been put on sale without advertising & promotional support. The brewery has been deep in discussion with the Liquor License Board of Ontario over the beer's name. Advertising regulations of the LLBO prevent a brewery from advertising a beer's alcoholic content, & since Magnum 5.5 has a 5.5% alcohol content, the name in itself "is the ultimate ad". The product will be marketed as a limited edition, especially produced for the festive season, & when present stocks are exhausted, that will be the end of it. An all gold (checkered effect) 12 oz. can with white lettering, accented in shades of blue & purple. Collectors get this can in your collection quick.
18. Medalla Premium Light/for Medalla Corp./San Juan, Puerto Rico An exquisite all gold 10 oz. can with accent lines in red with black lettering and the facsimile of a medal in the center of the can. This is not only a new brand but a first in that it's the first light beer for Puerto Rico. (Not considering the U.S. imports).



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19. Oranjeboom/Oranjeboom/Rotterdam, Holland. Same labels & colors as the Pilsner De Luxe can, but this can is for export to Israel, hence the Hebrew words in the black oval & at the bottom of this 33cl can.
- Orion Draft Beer//Orion/(Japan). Quite a change to this 350ml all aluminum can. All white with a gold band at the top & bottom of the can; "Refreshing and Rich-Bodied Flavor" in blue in a curve at the top of the can. The 3 red stars are greatly enlarged as is the brand name. Orion in black letters with Draft Beer in script. (Can #214).
- Pelforth Fresh Pale/Pelforth/Lille, France. Now available in a crimp/steel 33cl can with the same sky & wavy water label, but there is now 2 lines of print at the bottom of the can. 1. Biere Blonde-Lager Beer, 2. Brasse en France Par Pelforth.
20. Prinz Export/Prinz/Carisio, Italy. An all grey can with red, yellow, blue & white trimmed circle containing the brand name-0,33.
- Risingsbo Extra Ljust Ol Klass II/Risingsbo/Morgardshammar, Sweden. Same label as featured in the Sept. '78 issue, can #16, pg. 5 except this 45cl can is black, red & gold. This replaces Risingsbo Ol Klass II (red can).
- Sandwalls Guldol II. This brand is now issued by Falken/ Boras, Falkenberg Sweden having identical labels as the Sandwalls brewery cans.
- Sapporo Lager Beer/Sapporo/(Japan). Can #1524-500ml aluminum can having the same basic label; red star, gold "S"; blue & white can.
- Shandy Pilsner/Bass Charrington/London, England. A very elegant looking 275ml all silver can, with an eagle atop a crest, atop a ribbon all in gold. The center of the crest is blue with white lettering.
21. St. George Beer/Societa Internazionale Birraria/Pollein, Italy. All gold cl33 can with a white circle, trimmed in brown, containing a knights helmet & the brand name in white letters on a red ribbon.
- Suntory Beer/Suntory/(Japan). Still another size-can #1434 in the 5L barrel.
22. Suntory Marzen Beer/Suntory/(Japan). A totally new brand; an all gold 350ml can with a red design in the center containing gold & white lettering. The word "MARZEN" is in very large black letters.
- Suntory Real Draft/Suntory/(Japan). A-A lot of new additions (24 to be exact) to the aluminum sport series cans; baseball, skiing, tennis & sailboats, available in both the 350ml & 500ml sizes with each set having 3 colors; blue, green & red. The first set issued awhile back was the golfer. B-A new small can makes it's appearance. Can #1394 is a 250ml in aluminum having the basic design of an encircled mug on a blue can but there is now one line in white & one line in blue of Japanese wording directly under the words real-draft. C-Can #1464 in the 500ml size (aluminum) has the same logo as above as well as the large Japanese letters in white beneath the logo. Japanese letters appear around the bottom of the can as well. D-Still another new size-#1554-1,000 ml with mug.
- Svensk Lager Morkt Ol II/Warby/Sweden. This brand replaces Norrland Ol II & has the same lake scene as on all the Norrland cans. This is one of the new crimped steel-45 cl cans.
24. Till Special Ol II/Till/Sweden. A very striking all dark blue can with accent colors of red, gold, silver, & light blue in still another new label.
25. Tooheys Lite Lager/Tooheys/Sydney, Australia. All white aluminum 370ml can with accent colors of yellow, light blue, & dark blue.
- Tuborg Gold Label Beer/Poretti/Induno, Italy. Same gold can with black & red lettering; crown at the top of the can as on all the cans for this brand.

CORRECTION-Henninger Export-Bier (Nov. '77 issue-pg. 6) reported as Henninger of Frankfurt, Germany. It should be reported as; Societa Internazionale Birraria of Pollein, Italy.



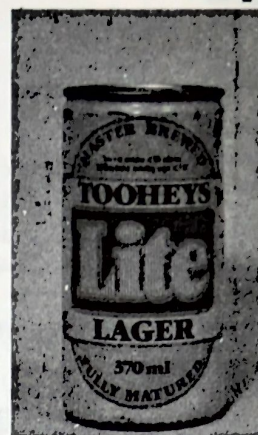
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A Mountain Of Tabs

George Jakopac, 10, a student at Sykesville (Pa.) Elementary School, is surrounded by a mountain of about 350,000 pull tabs collected by his schoolmates. The students are trying to collect 1 million

tabs from aluminum beverage cans. Their teacher says they've taken on the project so the students can get an idea of what a "million of something" looks like.

TV Beer Ads Suck In Women Drinkers

American women drank more than 30 million barrels of beer in 1977. They will have consumed a higher one-year figure when 1978 ends, and brewery advertising and promotion will see to it that the increase continues.

"There is a distinct move to beer from hard liquor among women," reveals Dennis P. Long. "Women are calorie-conscious and taste-conscious.

They like the light beers and they like the premium beers. They like the small containers—seven ounce bottles and eight ounce cans.

"Drinking beer is now socially accepted among women. It is not just a working-class man's thing to do. Women want to do their own thing."

Long, vice president and general manager of the Anheuser-Busch Beer Division, is keying his firm's television

advertising toward women. The ads will be on prime time and they will be on daytime soap operas. Advertising will be placed liberally in women's magazines.

"We think we are on target," Long explains. "Our figures show that from 1975 through 1977 there has been a 3.5 per cent increase in female population, but women beer drinkers have increased by 4.1 per cent."

Chapter Brewings

by Jim McCoy #136

A collection of this 'n' that taken from recent issues of BCCA chapter publications and newsletters. Contributions are welcome and can be accomplished by sending your chapter's mailings to Jim McCoy #136.

IT MAY BE ON THE HOUSE, BUT IT'S GONNA COST YOU \$18,000!

Anheuser-Busch is in trouble again; this time for giving away free beer to college students during the spring break. The State Alcoholic Beverages and Tobacco Division has charged A-B with violating a Florida statute designed to control special discounts which might create unfair competition. This could cost the brewery up to \$18,000 in fines (now maybe they'll have to hock a Clydesdale.)

As some of you may know, all this beer was given away in the Bud drinking cups which are now so much in demand by collectors. Hmm. . . I wonder if the state knows about the other drinking cups (Ft. Lauderdale, North Myrtle Beach and the Gulf Coast)?

Regal Report

SOME PEOPLE JUST HATE TO LOSE!

As you have all heard by now the news reported that two men from St. Louis attempted to steal an atomic submarine then fire a missile at an East Coast City. Is it that they're still mad at loosing out to Hersey?

Knickerbocker Knick Knews

THE ANCHOVIES WORK MIRACLES ON RUST!

Yes, there will be plenty of acid for sale at our Oct. trade. We will also have PIZZA for sale.

Coal-Cracker Can Mining News

STEEL CAN MAKING A COMEBACK.

Beer can collectors should stock up on all the aluminum cans they can find. They may not be around much longer.

The aluminum can is pricing itself right off the shelf and making room for a sturdy comeback by the steel can. Today steel cans cost from 4\$ to 7\$ a thousand less than aluminum ones.

Another factor is the fact that aluminum is a critical metal. A Wall Street analyst says we are importing about 75% of the bauxite ore used in making aluminum for cans.

Tidewater Champale Chapter

HAVE ANY PHOTOS FOR THE BULLFROG CHAPTER?

Any member who took pictures at Convention and happened to get any Bullfrog in action is requested to bring the pictures and negatives to one of our meetings or swaps. We are going to start a chapter scrap-book so that each year before we go to Convention we can have new members look it over and learn how a Bullfrog is supposed to act in public.

Any non-chapter member that has a candid shot of any of our Bullfrogs we would appreciate either a copy or the negative, which we will return it you want it. We would be happy to trade one of our "rare" paper label Bullfrog Chapter cans (only 1,000 made) for any print or negative received or reimburse you for the print.

Bullfrog Frogs Log

WONDER DRUG!

During a malaria epidemic in Austria in 1810, **BEER** was the **only** beverage or food consumed by the patients, on the advice of physicians . . . The epidemic was over in **3 weeks!**

Red Fox Sez

MAYBE ANHEUSER-BUSCH OUGHT TO MARKET CHELSEA IN VENEZUELA!

My father just returned from a two week business trip to Venezuela. Of course, he picked up a few cans for me, but he also told me about the odd way some of the Venezuelans drink beer. According to my dad, beer is too bitter to many, and to make it more enjoyable they mix Pepsi into their beer until it is just right to their taste (kind of like putting mustard on a soft pretzel?).

Greater Delaware Valley Newsletter

BE SAFE. DRINK OUT OF CANS!

Herb, the reason the Draft beer gives you that "wish I were dead" feeling is for one of several reasons. First, probably dirty equipment. Improper care of tap equipment can really affect the quality of beer. Second, is either dirty glasses (or pitchers) with a soap residue left on them (this can be invisible to the naked eye) and improper care of the tap beer does wonders for the taste. Every time you change the temperature on unpasteurized beer you change the flavor. Your problem could be one or any combination of the above. A general rule of thumb is if you can smell beer when you walk in a tavern, you're better off drinking it straight from the can.

Big Beer Brotherhood Rustic News

THEY GOTTA HAVE SOMETHING TO WASH DOWN ALL THAT CHEESE!

Wisconsin leads all states in consumption of beer. About 25 gallons per person. Alabama is at the bottom of the list with a little over 5 gallons per person . . .

Valley of Flowers News

'TIS THE SEASON TO BE JOLLY!

There was some group stationed on the 6th floor of the Down-towner. I heard that they were singing that awful song of "99 Bottles of Beer on the Wall" to the wee hours of the morning one night. I guess not too many people around there got too much sleep, but then you never plan on much of that while attending a Convention. That floor had to be crazy. I heard Bob Herrmann had a Christmas tree set up in his room. Maybe they were singing a few Christmas songs, too. This year, people must have had the spirit, as I did see another guy with a Christmas tree of beer cans set up in his room at the Marc Plaza.

Badger Brewnews

HERE'S AN IDEA FOR CHAPTER NEWSLETTER EDITORS.

In a desperate attempt to have articles sent in to SHORE BREWINGS, it has been decided that a year's free membership will be given to the chapter member who submits the most interesting news article for the year. In order to qualify, the article must be original, pertain to breweriana, and be written in English. It does not necessarily have to be a news article. It may be a reaction to something, a letter to the editor, or it can be just about anything you wish to write about. So get off your tab top and send in an article. May the best person win! Two Board Members and myself will be the judges for the best article. By the way, all Board members are excluded from winning, but this does not prohibit them from submitting an article.

Jersey Shore Brewings

WATCH YOUR CANS!

A problem has arisen at many trade sessions from coast to coast, including the convention in Milwaukee. Thieves are ripping off cans left and right. The only thing we can say is **WATCH YOUR CANS.**

Two ways I know of that people have lost cans are —

1 - The thief walks up to your table with a Foster Lager can in his hand. Next thing you know - one of your cans is missing. The trick is that the bottom has been cut out of the Foster's can and a loose packing put in. This way the thief can slip the Fosters over one of your cans and pick it up inside the Fosters. Cute!!

2 - Another way the thief works is to walk up to your table carrying several flats full of cans. If you have your cans displayed the same way he'll just put down his flats, look over your cans and leave with an extra flat - yours. It happened in Milwaukee.

One way of slowing down the thief is to get a large piece of plexi-glass and lay it on top of your open can tote. People can still see what you've got but can't get at them without lifting the plexi-glass.

Knickerbocker Knick Knews

HARD TO KEEP A GOOD MEMBER DOWN!

Speaking of Jack Kellogg, he deserves an award or a head examination. After suffering some kind of attack two days before Milwaukee, he still went up there. However, his wife, obviously the more intelligent of the pair, made him check into Borgess Hospital upon their return. Anyone with any spare cash lying around should invest heavily in G. Heilman Brewing Co. stock, as he is now a Zing drinker of some repute. Get well soon, old buddy.

Patrick Henry Orator

GOOD NEWS DEPARTMENT.

We get bad news about breweries all too often. Here, for a change, is some good news: Sales for Ortlieb during the first half of '78 were 26.1% better than for the same period in '77.

Ortlieb sales through May were up 25.8% from the first five months of '77 and June '78 topped June '77 by 27.2%. (The company sold some 331,000 barrels of beer in 1977, 2.7% more than in 1976). Operations are profitable, according to Joe Ortlieb. Keep up the good work, Joe!

Garden State Newsletter

THAT'LL BE THIRTY DAYS OR THIRTY CASES!

Only in Algeria can people pay their court fines in beer. When a judge hands down a light sentence there, it's *really a light sentence.*

Regal Report

"HERE'S TO GOOD FRIENDS."

If you go to hear jazz singer Arthur Prysock tonight at Dino's Bar, 135 S. 46th St., you might as well order a Lowenbrau.

Prysock, who will be singing two shows nightly at Dino's tonight through Sunday, has a voice known to millions. He's the one who sings "Here's to Good Friends," the Lowenbrau theme song.

The voice may be familiar to many, but the identity is not. The local Lowenbrau distributor says he gets 15 to 20 letters a week asking who sings the song.

Greater Delaware Valley Newsletter

MAGNOLIA, N.J. FOR 1983?

The latest has it that Magnolia, N.J. is bidding for the 1983 convention as reported by the Greater Delaware Valley Chapter. Tours will be held via farm labor bus of Hammonton Brewery, John Ahrens' collection, and gambling spots in Atlantic City. Hotel reservations can be made with 50 different neighbors, you must bring your own tent. The main attraction is Carl Behrens as the guest speaker.

Knickerbocker Knick Knews

GIVE A DAMN! YOU'LL BE SURPRISED HOW GOOD IT FEELS TO GET INVOLVED!

Let us harp on this meeting stuff one more time. Your officers do plenty to make the Garden State Chapters one of the finest, most active BCCA Chapters in the country. You wouldn't believe the number of hours they put in on Chapter business. And yet it seems they're always the ones who get stuck hosting business meetings. And that's a damned shame!

Maybe you haven't hosted a meeting at your house because you don't know how much work is in it for you. So we'll tell you. Usually no more than a dozen people attend these meetings. So your place isn't too small. Naturally you're expected to have some cold suds on hand (traders that need emptying anyway?), but most guys bring a six-pack. So you won't get drunk out of house and home. The meetings don't last that long. So you won't be kept up until the wee hours. The menu is pretzels and chips, so you don't have to lay out for a big spread. Fact is, all you have to do is answer the doorbell, keep a churchkey handy, and clean up a bit afterwards.

See? It's not a big hassle after all. If you've never contributed more to the success of your Chapter than your dues, why not host a business meeting? Call one of your officers and volunteer your place.

Garden State Newsletter

NEW CHAPTERS FORMED AT MILWAUKEE CONVENTION.

Well, many of us survived another one. A great time was had by all, as usual, despite a number of problems, the most famous of which created new chapters. Such as the Hungry Chapter (those who didn't get a banquet meal), the Hungry Eye Chapter (Ron Greenblatt - in addition to not getting dinner, Ron also lost his camera at the banquet), and the Elevator Chapter - also known as the Ups & Downs - which got stuck on its way to the GDVC hospitality room following the closing of the national room along about Thursday night - or was it Fri.? Nice group, but about one ton overweight. Next year try the freight elevator . . .

Greater Delaware Valley Chapter

ALL THE NEWS THAT'S FIT TO DRINK!

Did you know the local newspaper in Bisbee, Arizona is the "Brewery Gulch Gazette"!!!

Red Fox Sez

HOW 'BOUT SILK SCREENING GEORGE?

The chapter is looking into the possibility of hats or caps to go with those snazzy jackets you already have. George Janda's idea of silk screened underwear was tabled to committee for the time being. There was also a motion to commit George.

Southern Tier Chapter Newsletter

CRUNCH, CRUNCH, CRUNCH, CRUNCH, OUCH!

Arry Keithline didn't step on anyone's cans this year, that we know of, but would you believe he did step on Ron Greenblatt.

Big Beer Brotherhood Rustic News

GIVES A WHOLE NEW MEANING TO BAR EXAMS!

The University of California, Davis, has a well-kept secret. It's the only school in the Western Hemisphere to have its own experimental brewery. When the operation is in full swing, it produces one keg a day. The brewery is used in teaching malting and brewing science to students, who examine the effects of such factors as processing temperature and hop concentration on the final product. All beer is used for chemical or taste-panel analysis and experimentation.

Garden State Newsletter

**dumpers do it
in the dirt!**

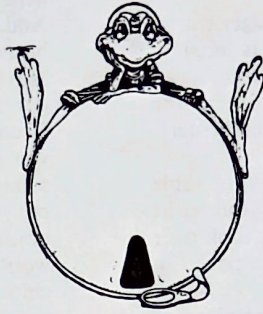
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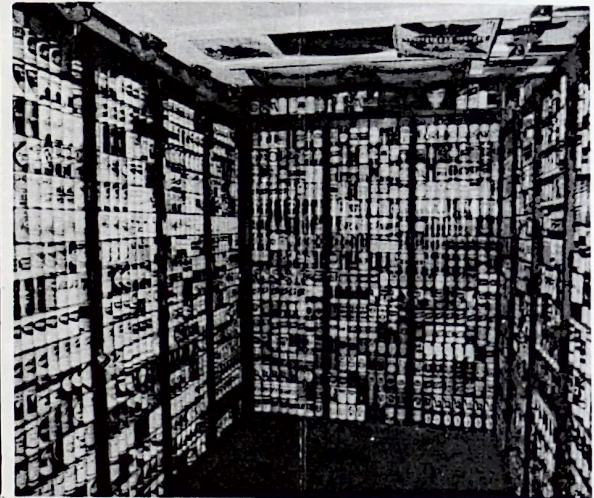
phone 716-695-2297

**Beer Can Collectors of America**

#993

FRED SCHLEIGER
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South Bend, IN 46615
219-232-3598

W.C.C. #64
Michiana #2
Goebel Gang #8

**Outside**

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SHAPE IT'S IN!"



Beer Can Collectors of America • BCCA #696

warren e. hardaker
611 Sunset Ct. Davis, Ca. 95616 Ph753-3183



**BEER CAN COLLECTOR
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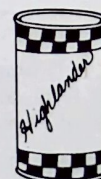
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Atlanta, Georgia 30345
(404) 634-9747

B.C.C.A. 7379

Inside

Montana
State Appraiser
Phone - 549-0556

Collector of



Beer Cans

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Missoula, Montana 59801



Date Nails

BCCA #13768



Phone (714)
879-5932

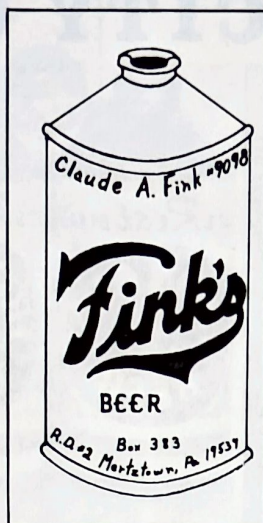
'Hippy' Jack Everett
2650 E. College Pl.
Apt. H-33
Fullerton, Ca.
92631

Jim - Wallace - Kevin

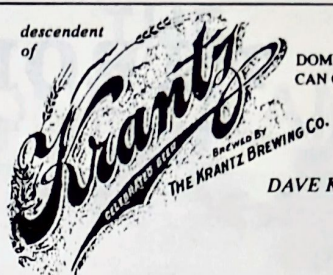


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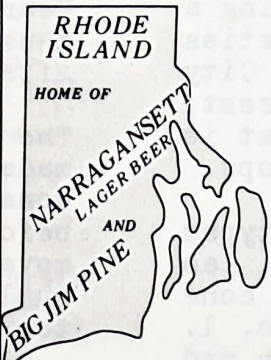
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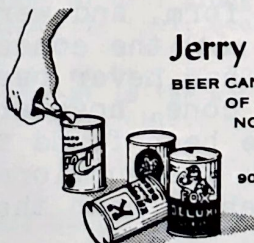
Jerry Menozzi
B.C.C.A. #1389
Collector of Beer Cans, Pop
Cans and Steins



3013 September Drive
Joliet, Illinois

Phone
(815) 436-6975

Jerry Scholten
BEER CAN COLLECTORS
OF AMERICA
NO. 16042



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7 IRON CITY CONES



Most can collectors have a special affection for cans from their area. So it is with Pittsburgh collectors, who are to a certain degree, Iron City nuts, having a great interest in all varieties of cans bearing the Iron City name. Honoring this interest, I've tried to compile all that is known about Iron City conetops.

There are seven different types known to exist at this time, as pictured above. The first cone was the all red version, No. 1. It was made with both high and low profile tops, with the low being produced from 1936 to 1940 and the high from 1940 until the mid-40's.

Nos. 2 and 3 (the first white background cones) are identical except for the IRTTP markings on No. 2. It was made until 1950 at which time the IRTTP was dropped. At some time in the early 50's, the "Real Beer" logo was added to the label (Can No. 4), and that can was run until 1956.

Still another label change came in January, 1956 (Can No. 5). The scalloped gold borders changed to straight gold bands. The grain stalks at the sides of the label changed from curved to straight, and the "Select Quality" wording at the bottom of the can changed to "Premium Quality".

Later that year the bands changed in color from gold to silver, (Can. No. 6). The text on the back of Cans 5 and 6 elude to "100 Years of Skill and Experience", thus dating the cans at 100 years after the brewery's 1856 birth.

The final can, No. 7, was first made in 1957 and continued until cones were phased out sometime before 1960. The "Real Beer" moved to the bottom, "Premium Quality" to the top, and the center emblem changed.

As to rarity, Can No. 1 is probably the most valuable, and Can Nos. 2, 3 and 4 the most common.

It's interesting to note that most of these seven labels were also made in flattop form, and were sold concurrently with the cones. A matching flattop has never been found for the red cone, however, nor has a gray cone been found to match the gray instructional flat, but that doesn't mean they don't exist.

Maybe one of these days someone will show up with an eighth cone, maybe the gray one, or a camouflage, or maybe even a bock.

by Will Hartlep #3109

Readers Write

THE JONES CANS

Dear Editor:

Crowntainers do not seem to hold up too well when put in acid or lemon juice. They also seem to have rust in smaller areas instead of a general rusting over the entire can. The best method I have found is to apply Naval Jell to the rusty areas with a Q-Tip and wait about 15 minutes before removing. The aluminum coating on crowntainers does not turn gray and peel as in acid or lemon juice and the treated area sustains less damage.

Dianne Lafferty #15808

Dear Editor:

I would like to help other collectors find mint cans with what little I know. Leather hassocks are excellent places to turn up real beauties. I opened a hassock and added mint Gunther, Black Label, and Budweiser flattops to my collection. Hassocks are footrests made of leather stitched together with a hole and drawstrings on the bottom. People used to stuff them with beer cans and newspapers. Most of the cans that turn up are steel, so they are not crushed. Estate sales, garage sales, and abandoned houses might turn up some.

Jeff Nelson #14749

Dear Sirs:

My Father recently returned home from a stay in Venezuela. Besides bringing three cans back for me, Zulia, Regional, and Polar, he had an interesting story to tell me. One would figure that a South American's diet consisted of quite a lot of hot and spicy foods. On the contrary. In fact, one must ask for salt and pepper when dining out as even these seasonings aren't commonly used. (At least in Venezuela) Now to my point. My Father observed several times different people actually ordering a glass of beer along with a Pepsi. As they would sip their beer they would mix the Pepsi into it to sweeten it. As it turns out, the taste of beer is too bitter to some Venezuelans and that is the way many of them make beer more palatable.

Paul M. Du Pont #10516

Dear Editor:

In regard to the excellent and so-helpful National Boh article, I have a can which was not pictured. Excuse me if it was not shown due to the small difference. The can I refer to is a flat much like 14a, a two-sided label, but with "contents 12 fl. ozs." centered under the pale beer oval on the bottom on both sides of the can. It is all in capital letters, and is centered between the fringe on the bottom and the pale beer. My guess is it is slightly older than 14a, I think, because the brewers thought it less and less important not to mention less printing cost.

Jeff Nelson #14749



STONEYS CANS

The Jones Brewing Co. of Smithton, Pa. has produced just seven different cans since their first conetop was filled in 1940. Unlike breweries like Schells of New Ulm, Minn., who have run a dozen different cans in the last 6 months, Jones Brewing Co. has preferred to sell beer by taste and by reputation, and not by gimmicks.

Five of the seven cans produced were the Stoneys cans pictured above. The orange and white label appeared as a cone (No.1), a flat top (No.2), and a tabtop (No.3). In 1965, the can underwent a major label change (No.4) and has continued until today with just a minor color change from black to red letters in 1976 (No.5).

The other two cans produced were the Esquire can, still made now, and the gold Fort Pitt tabtop, made for a short period of time in the late 1960's.

The Jones Brewing Co. was established in 1907, and is one of just three Western Penna. breweries still in business, producing 150,000 barrels of beer a year.

from the Olde Frothingslosh Chapter newsletter.

TWO MEN walked into a bar and ordered beers. One of the men threw down two bottle caps for payment. "What's this?" the bartender asked.

The second man motioned the bartender to step out of earshot of the first. "That is my uncle," he said, "and he's a little confused. Go ahead and humor him. I'll settle up with you later. Okay?" The bartender agreed.

After the two men had been drinking for about an hour, the bartender said to the second man, "It's closing time. How about settling up?"

"All right," said the man. "How many bottle caps do you have?"

"Twenty-six," the bartender replied. "Fair enough," the man said. "Now, do you have change for a manhole cover?"

—Winston K. Pendleton, 2121 Fantasy Stories and How to Tell Them (Bachman)

26 Coors Unveils Plan For Brewery in East

By BILL STRABALA
Denver Post Business Writer

Adolph Coors Co. of Golden broke a long-standing corporate policy Friday in announcing it is planning to build a twin brewery in the East—either in Rockingham County of northern Virginia or in southern North Carolina.

Both regions are mountainous and have water quality similar to Golden's, a spokesman said. Coors' motto always has been "brewed with pure Rocky Mountain spring water." For that reason, it has remained a regional brewery, with markets in just 16 Western states.

EVEN SO, it is the nation's fifth largest brewery, and in recent years Easterners have paid premium prices for the beer—often trucked to the East against the brewer's wishes.

The Golden brewery is the largest single plant of its kind in the country, with a design capacity of 25 million barrels a year. It now produces about half that amount, an indication that the new plant may be several years away from reality.

The Coors spokesman cited transportation costs to the East, and the eventual single-plant production limit as reasons for the decision.

William Coors, who heads the brewery, was out of town and unavailable to comment.

THE OFFICIAL statement, released as a result of rumors in the East, said, "When we do build another brewery, we would require sufficient land to ultimately build to a size comparable to our Golden plant."

Spokesmen declined to speculate on the final location or cost of the plant. But when Coors went public with its stock, it listed its capital assets at nearly \$500 million. That figure would indicate at least a similar capital investment if it built a brewery comparable to the one now operated in Golden.

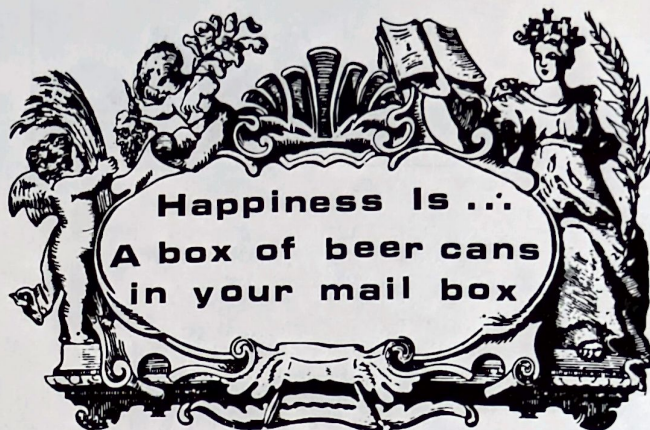
Lowell C. Sund, senior vice president

for Coors, said, "Both Virginia and North Carolina sites fit our criteria."

HE SAID THOSE criteria include transportation facilities, sufficient land, high-quality water, proper zoning, local labor forces and the overall quality of life for potential employees.

"Since it takes years to plan and construct a brewery, our current preliminary investigation of potential sites is only the first step in a long planning process," Sund said.

The Golden brewery markets Coors and Coors Light in Arizona, Colorado, California, Idaho, Iowa, Kansas, Missouri, Montana, Nebraska, Nevada, New Mexico, Oklahoma, Texas, Utah, Washington and Wyoming.



SHOE



Less on 14 oz. Cans

No one has sent any additions to the list of 14 oz. cans compiled by Buddy Simmons (3112) and myself. However, several brands that were current when the article was written are no longer. Only Falstaff, Old Milwaukee, and Schlitz are available in 14 oz. at this time. 14 oz.'ers are now distributed in Michigan, the sixth state to sell this size.

S. Roger Kirkpatrick (1583)

Pittsburgh Post-Gazette Wed. Oct. 18, 1978

Shapp Wooing Miller Brewery

By DAVID WARNER
Post-Gazette Staff Writer

Is it Miller time for Pennsylvania?

Could be, admit state officials and the Miller Brewing Co., which is looking for a site for a new \$300 million brewery.

Michael McLaughlin, press secretary to Gov. Shapp, confirmed yesterday that the governor and his executive assistant, David Brown, have had several conversations with Miller in attempts to persuade the company to locate in Pennsylvania.

State officials said there are "several" sites under consideration in Western Pennsylvania, including locations in Butler, Lawrence and Westmoreland counties.

The officials said, though, that at this stage, things do not look good for a Westmoreland County site despite published reports of optimism for a tract in South Huntingdon Township.

Robert Cornet, a spokesman for Miller in Milwaukee, said yesterday that the company—currently the second largest brewery in the country—is looking for a site within a 100 mile radius of Akron,

Ohio, "which includes portions of Western Pennsylvania."

State officials, meanwhile, said they understand that Pennsylvania is in competition with both Ohio and West Virginia for the Miller facility.

Cornet said Miller is looking for a 500-acre site, with adequate water supplies available, near road and rail facilities.

The brewery Miller has in mind would be a big one—having a production capacity of 10 million barrels of beer a year. That compares to the 9 million barrel capacity of Miller's home brewery in Milwaukee.

The new plant would have a capacity of approximately 10 times the production capability of Pittsburgh Brewing Co., which produces Iron City beer in Pittsburgh.

Miller has been expanding rapidly since its takeover in 1970 by the Philip Morris Co. It now has five regional breweries in production and two more under construction.

Cornet said that the new plant now being considered would even-

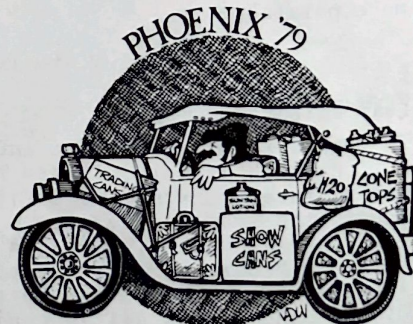
tually employ 1,300 to 1,400 people. He said that while its "eventual" capacity would be 10 million barrels, initially it could be smaller. The \$300 million construction figure is predicated on its "eventual" size. Cornet could not say how long it would take Miller to build a new plant to the maximum capacity.

However, state officials said they understood Miller wants to make a decision on a location by year's end.

State officials would not be specific about what kind of assistance Pennsylvania is willing to offer Miller.

But they said the "types of things" involved in such negotiations is help with site selection, assistance with financial calculations, and holding out the possibility that the state would ask a particular municipality to grant a real estate tax grace period while the plant is under construction.

The state people emphasized that Brown was one of the key figures in getting Volkswagen to locate its plant near New Stanton



BRAND CHANGES BRAND CHANGES

by Jim McCoy #136

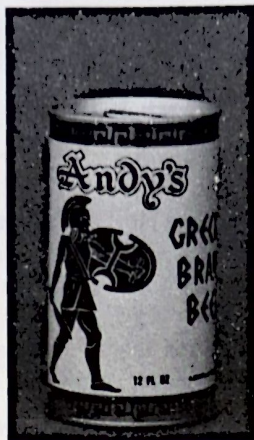
As we head off into a brand new year, the prospects of seeing an increasing number of new brand names and design changes look quite promising at this time. August Schell continues to be one of the most active brewers in this area with Pittsburgh Brewing Co. showing signs of renewed life. More and more private brand labels are being introduced and we can expect this trend to continue. We should also see an increase in sets or series during the coming year with more breweries being drawn into the struggle for survival. For both brewer and collector, 1979 should be a most active year.

To all of our members who have contributed cans and information to this column, both present and past issues, best wishes for a happy and prosperous new year. We wouldn't have a column without your help! Thanks go out to the following for their help on this month's column: Gordy Durocher (13307), Charlie Craibe (7082), Walter Herget (8900), Ron Werner (9823), Jim Pine (13393), Herb Elliott (228), Jay Herbein (353), Dan Andrews (2954), Floyd Cope (14274), J. J. Collins (2813), Bill Vasko (833), Al Brand (1336), Al Milnar (818), Chuck Nekvasil (525), Norman Cook, Jr. (8884), Walt Wimer, Jr. (13267), Bill Petkus (18810), Al Kilburn (16207), Dave Thomas (9777), Jerry Spoerl (13098), Jonathan Gershon (18143), and Ralph Newman (1670).

1. ANDY'S 56 CROSSROADS BEER (August Schell) has a black and red on a white background color combination. More to come. (SL 43)
 2. ANDY'S GRECIAN BRAND BEER (August Schell) is now on the market with two Grecian warriors featured on this steel can. (SL 44)
 3. ANHEUSER-BUSCH NATURAL LIGHT BEER (Anheuser-Busch), shown with the original design, was produced in a 10 ounce size aluminum can. (AB 52)
 4. ANHEUSER-BUSCH NATURAL LIGHT BEER (Anheuser-Busch) is out in a 10 ounce version. (AB 53)
 5. ANOKA HALLOWEEN FESTIVAL BEER (August Schell), mentioned last issue, shown this issue. (SL 45)
 6. BLATZ LIGHT BEER (G. Heileman) is now on the market in an aluminum can with a design similar to their regular can. The small script Blatz wording encircling the can has been replaced with the word Light. This brew comes in at 96 calories. (HMN 91)
 7. BUCKHORN BEER (Olympia), due to legal complications involving the use of the word Saloon, has replaced this term with the word Bar. (OLY 13)
 8. BUDWEISER LAGER BEER (Anheuser-Busch) is out with another 16 ounce drinking can—this one for the Florida State University Seminoles. (AB 54)
 9. CROWN AMERICAN MALT TONIC (Eastern), mentioned last issue, shown this issue. (EA 37)
 10. DIXIE BEER (Dixie) is out in a 10 ounce version. (DX 9)
 11. DIXIE LIGHT BEER (Dixie) is now out on the market. Inasmuch as there is no reference on the can to calorie content, we assume the reference to light pertains to taste. (DX 10)
- DUROCHER'S KAN KAVE BEER (August Schell) should be making its appearance in the near future. This can is the brainchild of fellow BCCA member, Gordy Durocher (13307).
12. FITGER'S BEER (August Schell), mentioned last issue, shown this issue. (SL 46)



1 (SL 43)



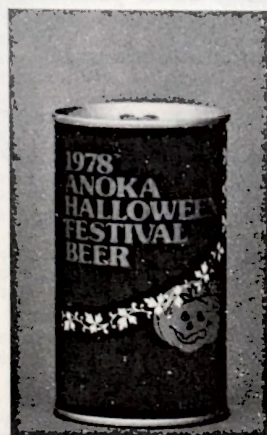
2 (SL 44)



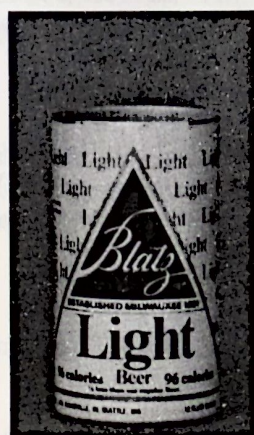
3 (AB 52)



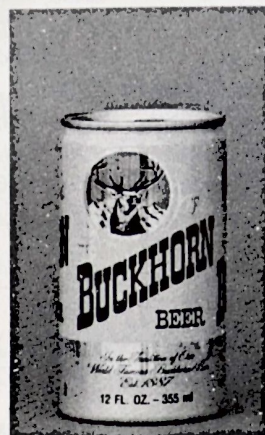
4 (AB 53)



5 (SL 45)



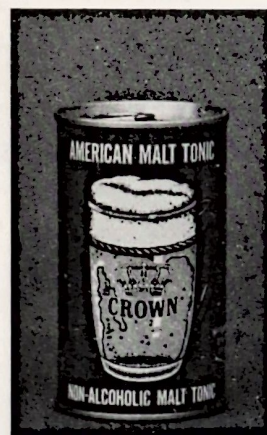
6 (HMN 91)



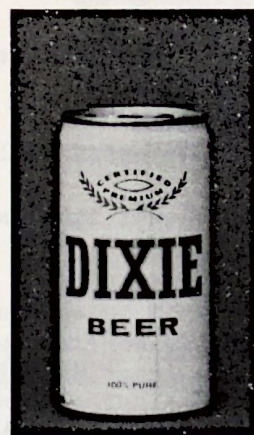
7 (OLY 13)



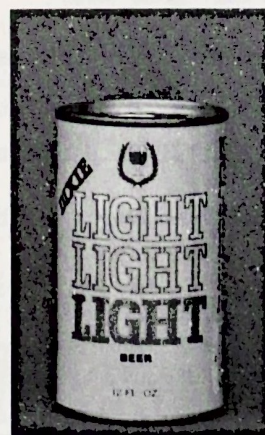
8 (AB 54)



9 (EA 37)



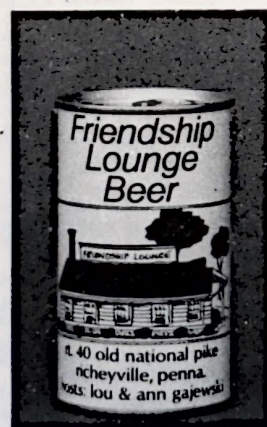
10 (DX 9)



11 (DX 10)



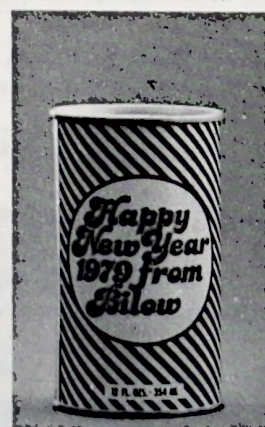
12 (SL 46)



13 (SL 47)



14 (WLW 23-front)



14 (WLW 23-back)



15 (GSE 23)

BRAND CHANGES BRAND CHANGES

29

FORT PITT BEER (Jones) might make a reappearance if current thinking materializes.

13. FRIENDSHIP LOUNGE BEER (August Schell) is a private brand brew promoting the Friendship Lounge in Richeyville, Pennsylvania. (SL 47)
14. GARDEN STATE BILOW PREMIUM BEER (Walter) is now out by this brewery in a red and black on white can saluting the New Year. The production was limited to 2,500 cases. (WLW 23)
15. GENESEE CREAM ALE (Genesee), mentioned in the July-August issue, shown this issue. (GSE 23)

HUBER CLASSIC BEER (Jos. Huber) will soon be releasing their second set of American Brewers Historical Collection cans--this group saluting bygone Chicago breweries. Distribution is set for the first quarter of 1979.

16. JAX BEER (Pearl) is now out in a crimped steel can with alterations in the brewery and contents wording on the side of the can. (PRL 47)
17. K K BEER (Great Lakes) is now available at the King Kwik Minit Markets in Ohio and Kentucky. It is an extruded steel can. (GL 2)

KREWES PREMIUM LIGHT BEER (Falstaff) is now being marketed in an aluminum can with a slight change. The brewery information on the side of the can is printed in gold rather than blue as had been done on previous cans.

18. LEINIE'S LIGHT BEER (Jacob Leinenkugel) is Leinenkugel's entry into the reduced calorie arena--96 in this one. (LNK 13)
19. MAIN STREET BEER (Pittsburgh), mentioned in the July-August issue, shown in this issue. This is a five can set produced with five different background colors. It was designed by BCCA member John Doyle (6275) and his wife, Jean. The interesting aspect of this can is that it features the slogan, "BOTTOMS UP". And for good reason. The pull tab is on the bottom of the can!

White background color (PIT 122)
Red background color (PIT 123)
Blue background color (PIT 124)
Green background color (PIT 125)
Peach background color (PIT 126)

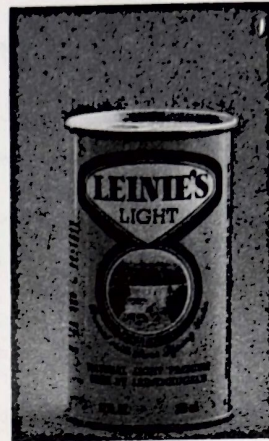
20. METBRAU MALT BEVERAGE (Metropolis) has altered the contents information on their can. This can shows 12 fl oz whereas the previous can indicated 12.5 oz fl. Yet both indicate 355 ml! (MET 18)
21. MICHELOB LIGHT BEER (Anheuser-Busch) is out in a 10 ounce size. (AB 55)
22. MILLER HIGH LIFE BEER (Miller) has altered the contents and brewery location information contained in the green parallelogram surrounding the brand name logo. (MLR 33)
23. MILLER HIGH LIFE BEER (Miller) has altered their 16 ounce can as mentioned above. (MLR 34)
24. MOOSE BRAND BEER (August Schell) is now on the market (no, it isn't a private brand label for Marcia Butterbaugh as current rumors indicate!). This particular can was erroneously reported as MOOSEHEAD BEER in the November-December issue. (SL 48)
25. NARRAGANSETT EXTRA LIGHT CREAM ALE (Falstaff) is another light brew on the market geared to the taste rather than the waist. (FA 55)



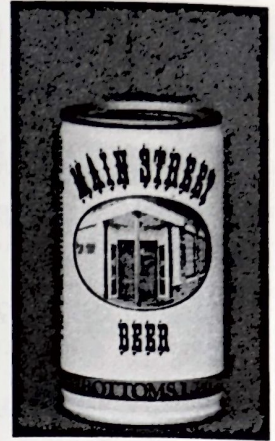
16 (PRL 47)



17 (GL 2)



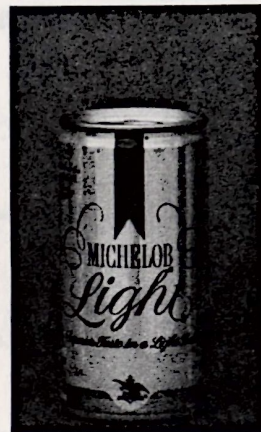
18 (LNK 13)



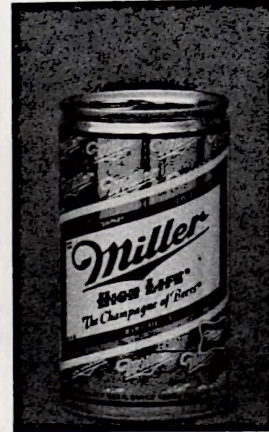
19 (PIT 122)



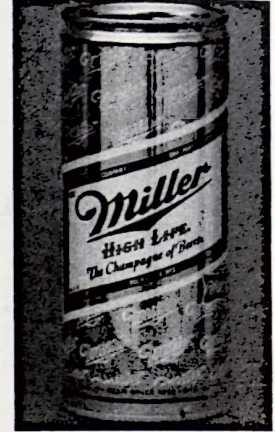
20 (MET 18)



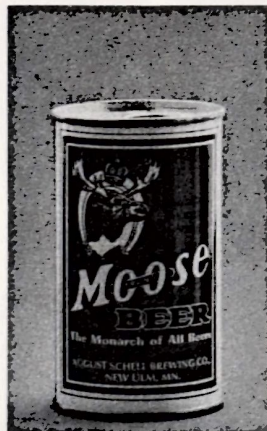
21 (AB 55)



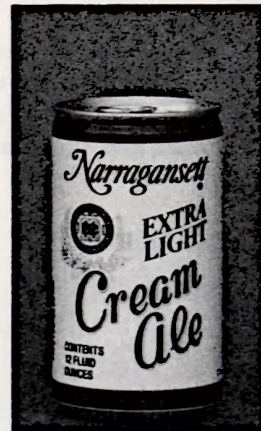
22 (MLR 33)



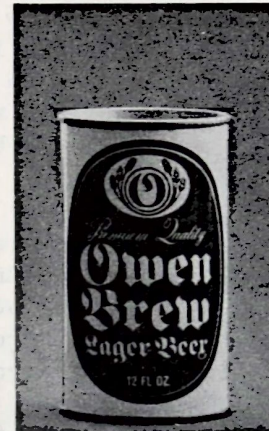
23 (MLR 34)



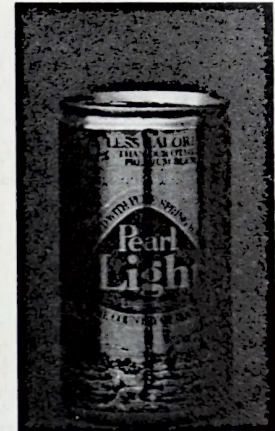
24 (SL 48)



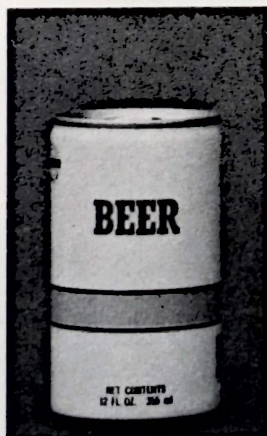
25 (FA 55)



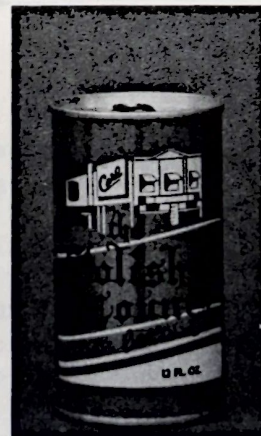
26 (WLW 24)



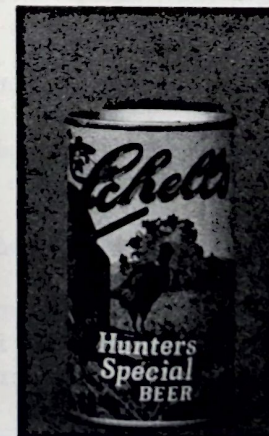
27 (PRL 48)



28 (GEN 73)



29 (SL 49)



30 (SL 50)



31 (SZ 47)

BRAND CHANGES BRAND CHANGES

31

OLD SHAY BEER (Jones), once marketed in cone top cans, is reportedly under consideration for reintroduction to the public.

26. OWEN BREW LAGER BEER (Walter) is now on the market specifically brewed for the J. W. Owen Co. This red and white can had a limited run consisting of 1,500 cases. Look for a second color combination to be issued. (WLW 24)

27. PEARL LIGHT LAGER BEER (Pearl), mentioned last issue, shown this issue. (PRL 48)

28. PLAIN WRAP BRAND BEER (General), mentioned last issue, shown this issue. (GEN 73)

POCONO MOUNTAIN PREMIUM BEER (D. G. Yuengling & Son) is reportedly about ready to hit the market as of this writing. A beautiful four can set featuring outdoor scenes will be sold through Party Beverage in Conyngham, Pennsylvania. 3,000 cases are to be produced. Additional scenes are being planned at this time. BCCA member Rick Haentjens (12307) is behind this new series.

29. POLISH COUNT'S BEER (August Schell), mentioned last issue as having a reversed color scheme, is now out with a deep yellow background replacing the red used on the first can. Some 1,500 cases were produced. (SL 49)

30. SCHELL'S HUNTERS SPECIAL BEER (August Schell), mentioned last issue, shown this issue. (SL 50)

SCHLITZ BEER (Jos. Schlitz) is out in a squat shaped 8 ounce crimped steel can.

31. SCHLITZ LIGHT NATURAL PILSNER BEER (Jos. Schlitz) is out in a 10 ounce can. (SZ 47)

32. TOPPER NON ALCOHOLIC AMERICAN MALT TONIC (Eastern) has changed the background color to black and replaced the pilsner glass with a mug. (EA 38)

UTICA CLUB LIGHT BEER (West End) is reported to have made some changes to their can.

33. ULTRA LIGHT PREMIUM BEER (DuBois), actually out of Pittsburgh Brewing Co., is now on the market. This brew contains 96 calories. (DU 11)

34. V.I.P. LIGHT BEER (Pittsburgh) is another private brand label put out for a chain of lounges in Pennsylvania. (PIT 127)

35. XMAS BREW BEER (August Schell) reissued last year's Christmas can with one slight alteration—1978 has been added. (SL 51)



32 (EA 38)



33 (DU 11)



34 (PIT 127)



35 (SL 51)

BEER CAN COLLECTORS OF AMERICA

SUMMARY OF RECEIPTS AND DISBURSEMENTS FOR
FISCAL YEAR ENDING SEPTEMBER 30, 1978
(Excluding Convention Account)

RECEIPTS

New member dues and fees	\$ 66,215	
Renewal dues	96,708	
Sale of supplies	18,517	
Sale of want ads	1,589	
Sale of BCCA publications	9,505	
Royalties on BCCA publications	4,745	
Interest on savings account	3,005	
Other miscellaneous revenues	984	\$201,268

DISBURSEMENTS

Membership rosters and updates	44,059	
News Reports	44,656	
Want Ad Bulletins	21,874	
Cost & expenses related to supplies sold	8,516	
Cost & expenses related to new member materials	8,765	
Stationery and office supplies	2,225	
Office rent	5,000	
Other office expenses	6,759	
Paid clerical services	18,959	
Other printing and postage expenses	11,526	
Selling expenses on BCCA publications	2,508	
Business organization and meeting costs	1,838	
Legal and professional fees	3,030	
Insurance and other miscellaneous expenses	3,495	
Income taxes	2,604	185,814

Excess of receipts over disbursements for the year 15,454

Beginning cash balance at September 30, 1977 3,304

Ending cash balance at September 30, 1978 \$ 18,758

AUDIT REPORT

I have examined the records of the Beer Can Collectors of America for the fiscal year ending September 30, 1978 and the financial statement appearing on the accompanying page.

The examination included reconciling the checking and savings accounts, reviewing documents supporting expenditures, a review of controls over money received, and other audit tests as deemed necessary.

It is my opinion that the cash receipts, disbursements and balances for the fiscal year are fairly presented in the accompanying financial statement.

Robert E. Campbell
Robert E. Campbell, #1178
Auditor
October 21, 1978



DID YOU KNOW?

by Paul Holsinger
#6041

Is there anyone still active in the BCCA? During the past two and one-half months I've heard from exactly four -- count them, four -- people. Out of roughly 15,000 members that means that considerably less than one in every 1000 members had enough time to consider a "Did You Know". WOW!! Thankfully the four "winners" this time are all that and then some. First some specifics:

OLD STYLE (HMN 23; Bible 2085)

George Rendl, #13035, has found an interesting variation of this common can. Instead of yellow or gold as a border around the shield, this one is trimmed in dark brown. The "Pure Genuine" triangle instead of red is also brown as are the people, mountains, and writing. Is this one printed poorly or a real variety? Either way, it's an interesting difference.

SCHMIDT'S (STC 43)

Look close for this one -- I'd missed it everytime. The newest red-lettered can has a dotted "i" in the word "Quality" but also a variety which dots the "i" with a small red star. (Jim Hall, #17406).

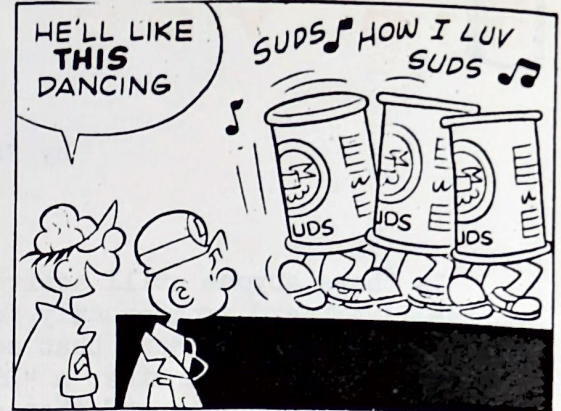
TRU-BLU (Bible 2586)

There appear to be at least two different versions of this can. Can 1, as pictured is gold, green, and black with a trim around the major letters. Can 2 is only gold and black with no green. "Tru-Blu" is gold surrounded by black; "Ale" is black, surrounded by gold. Neither word has any trim. Otherwise the two cans are identical. (Bruce Fatz, #15140).

And then there is the Whopper (or Big Mac, if you're a McDonald's fan)! Fred Wolpe, #7413, or Indio, California, was kind enough to send me a copy of his absolutely marvelous 57 page, 1171 can list of California-produced beer cans. Not only are the many different brands provided but there are dozens of varieties of most of these cans also noted. Fred hopes to add to the list as even newer cans are found (indeed he already has begun a new list with over 20 additions). Certainly this list isn't for everyone, but if you're really serious about can collecting, this is a MUST for you. Fred is very sincere in not wanting to appear to be doing all this for financial gain; indeed it was clearly a labor of love. But I would like to suggest that if you are interested in this great list, you send Fred a check for \$2.00 or so to cover his reproduction costs and mailing fees. It's worth that many times over.

That's it! There's no more -- though there certainly should be. Check your collections, pull cans off your shelves, find minor differences, and then drop me a short note about them. I'll be haunting my mailbox.

Do It In The Dumps



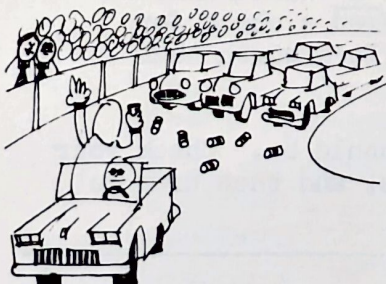
MOTLEY'S CREW



LIKE, NOW!



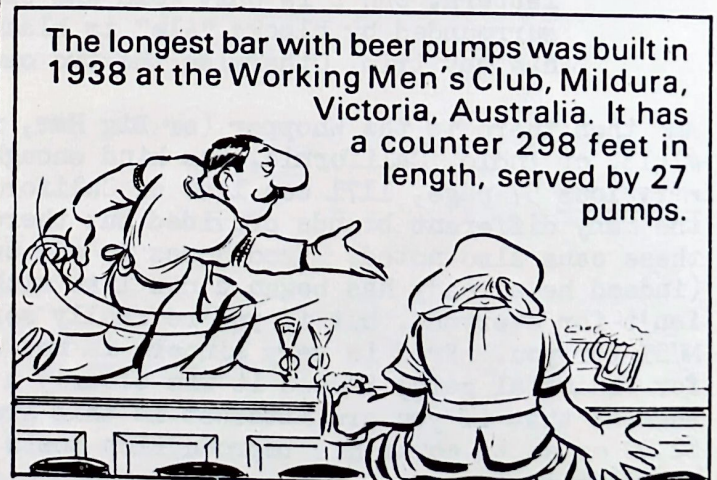
"What a clear unspoiled stream!
... You can read the labels on
the beer cans!"



MARK CAMPBELL

Dammit! Look at all the beer cans
on the track.

This is the last time we have Billy
Carter ride in the pace car.



According To Guinness



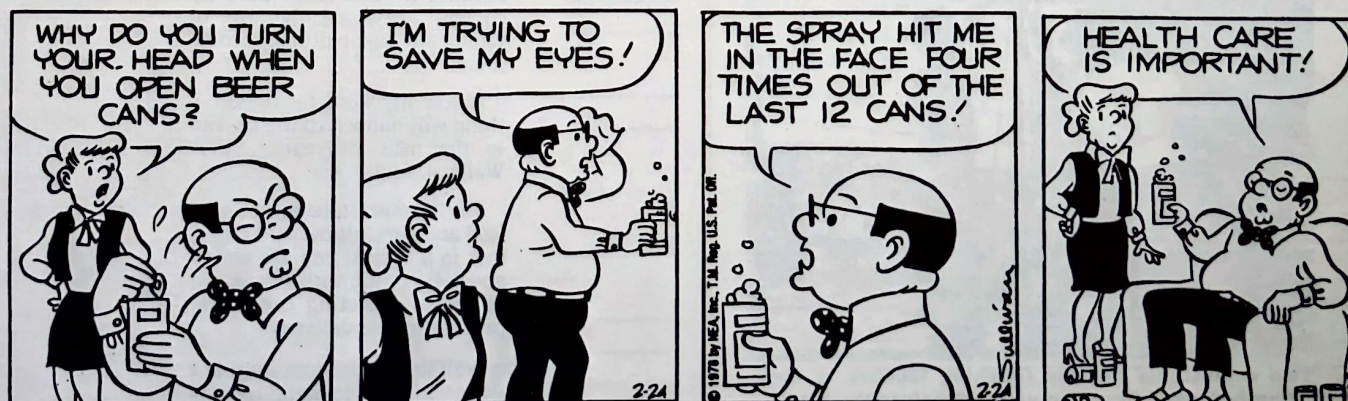
HAGAR THE HORRIBLE



MOTLEY'S CREW

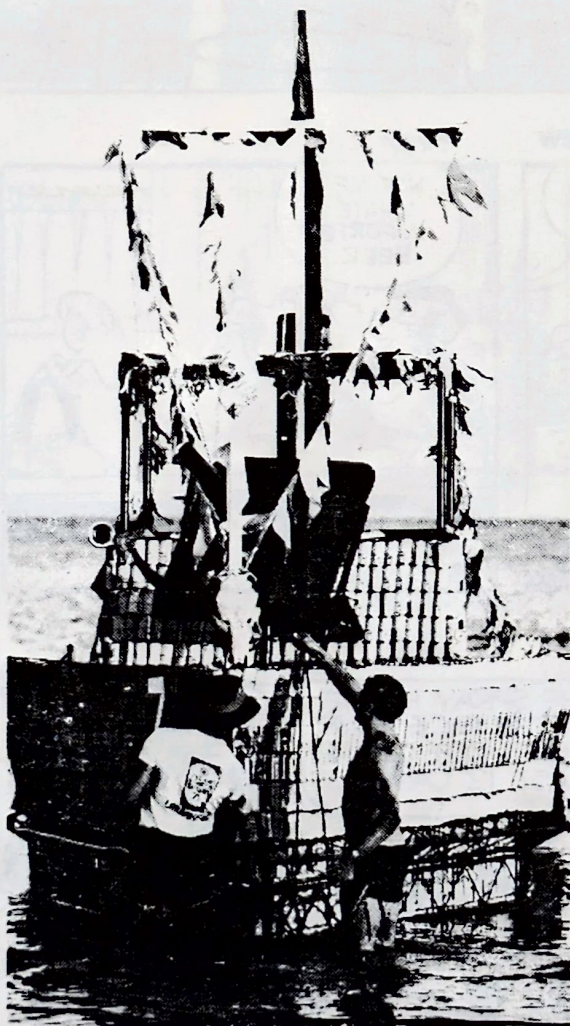


PRISCILLA'S POP

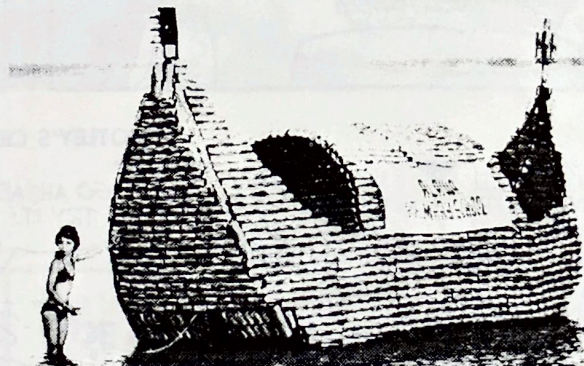


In Darwin they even float on beer!

IN the steamy, tropical heat of Darwin, on Australia's north coast, a person can develop a prodigious thirst, especially for beer. In fact, the city claims one of the world's highest per capita beer consumptions with more than three cans a day being drunk for every one of its 50,000 men, women, children. Of course, disposing of more than 50 million beer cans a year became something of a problem — until someone came up with the idea of holding an annual regatta for boats built out of empty cans. Now the social event of the year, the regatta features hundreds of elaborate craft like the Viking longboat below with its crew of warriors busily preparing emergency repair supplies.



Two contestants put the finishing touches to their flag-bedecked beer-can gunboat before the start.



Even kids get into the act in the Darwin beer-can regatta. This Cleopatra barge was built by local second and third graders — but out of empty Coca-Cola cans.

Is the Metal Can On the Way Out?

Sacramento, Calif. — The days of the metal can are numbered as a food container because it costs more than its contents, says a University of California agricultural economist.

"Take my word for it, something will happen to the tin can in the next 10 years," L.T. Wallace, said.

The former state director of food and agriculture said tomatoes in a typical can are worth about 4½ cents, with the rest of the price reflecting can costs, processing and delivery.

Wallace said he does not know what will replace metal cans — paper, plastic or some other container.

supply corner

37

BCCA IRON-ON



**Beer Can
Collectors
of America®**

BCCA IRON-ON. Make your own T-Shirt on your favorite fabric & color with the BCCA official iron-on. Design comes in black and red, 10" x 10", for \$1 each, postpaid.



BCCA BELT BUCKLE. Dark brown lettering on vinyl-look leather. 3" wide by 2" deep. \$3.50 each, postpaid.

All prices include postage & handling

Mail your check (no cash) to:

BEER CAN COLLECTORS OF AMERICA
Attn: Supplies Chairman
747 Merus Ct.
Fenton, Missouri 63026

Checks should be made out to BEER CAN COLLECTORS of AMERICA. Allow four weeks for delivery.

<u>ITEM</u>	<u>QTY.</u>
BCCA Belt Buckle, \$3.50 ea.	_____
Iron-ON, \$1.00 ea.	_____
Guide to U.S. Beer Cans, \$6.00 ea.	_____
The Beer Book, \$4.00 ea.	_____
Guide to U.S. Beer Cans & The Beer Book, \$9.00	_____
Convention VIII Can, \$3.00 ea. (1 only per member)	_____
News Report 3-ring binders, 2 for \$5.00	_____
Window Decals, 3 for \$1.00	_____
Embroidered Emblems, \$1.00 ea.	_____



THE BEER CAN

a complete guide to beer can collecting

\$4.00



\$6.00

The Beer Book written by our own members about our hobby.

BCCA Guide to U.S. Beer Cans. Over 2700 different cans individually photographed.

Save \$1.00

Buy both books for \$9.00 and save \$1.00

**CANVENTION VIII
COMMEMORATIVE CAN**

The official can available only to those members who did not receive one at the national convention. (1 only per member)



CLIP AND ORDER

Back Issues:

All back issues of the NEWS REPORT are available to members. 1971, 1972, & 1973 issues are 50¢ each. 1974 to present are \$1.00 each.

Circle issues wanted:

- 1971 - Mar, Jun, Sep, Dec
- 1972 - Mar, Jun, Sep, Dec
- 1973 - Jan, Mar, May, Jul, Sep, Nov
- 1974 - Jan, Mar, May, Jul, Sep, Nov
- 1975 - Jan, Mar, May, Jul, Sep, Nov
- 1976 - Jan, Mar, May, Jul, Sep, Nov
- 1977 - Jan, Mar, May, Jul, Sep, Nov
- 1978 - Jan, Mar, May, Jul, Sep, Nov

NAME _____ BCCA# _____

STREET _____

CITY _____

STATE _____ ZIP _____

amount enclosed \$ _____

Beer Can Collectors of America®

747 MERUS COURT • FENTON, MO 63026

THE BEER CAN COLLECTORS OF AMERICA was founded in St. Louis, Missouri in April, 1970 by six beer can enthusiasts. We now have over 12,000 members in fifty states and in seventeen foreign countries. There are no prerequisites for membership in the BCCA, only an interest in collecting beer cans. We have members in almost all walks of life and in every age group.

HERE ARE SOME OF THE BENEFITS OF BELONGING TO THE BCCA:

1. YOU RECEIVE a Composite List showing all canned beer brands known to our members. You can use this as a check list against your own collection.
2. YOU RECEIVE a Roster containing the names & addresses of all fellow members. This is most helpful when trading by mail, phone or in person.
3. YOU RECEIVE your official Membership Card which is proof of membership for the year your dues are paid. This card entitles you to all the rights and privileges of a member of the BCCA.
4. YOU RECEIVE an official BCCA Windshield Decal, the BCCA embroidered Emblem and a BCCA iron-on.
5. YOU RECEIVE our bi-monthly (6 issues per year) publication BEER CAN COLLECTORS NEWS REPORT, which contains new brand information and numerous articles of interest.
6. YOU RECEIVE a Membership Certificate suitable for framing, signed by the President and Secretary.
7. YOU HAVE THE RIGHT to attend our Annual CANvention. The News Report will contain details about the CANvention which is held yearly in September.
8. YOU RECEIVE a Monthly Want Ad Bulletin containing many possible trades. (A small charge is applied for placing ads. A coupon for one (1) free ad will accompany each new membership.)

We welcome you to join this fast growing, fun loving, club so you may enjoy the fellowship and all the benefits of membership; however, please note, the BCCA is a trading club, and the buying and selling of cans amongst members is strongly discouraged.

IT'S MORE FUN AND EASIER TO TRADE FOR A CAN THAN TO BUY IT.

Herb Schwarz
Herb Schwarz
Secretary, BCCA

Applicants Please Read By-Laws on Reverse Before Filling Out This Application.

MEMBERSHIP APPLICATION

B.C.C.A. #			
FOR OFFICE USE	NAME (LAST, FIRST, MIDDLE INITIAL)		NAME OF SPOUSE
	STREET ADDRESS		
USA OR CANADIAN CITY		STATE	ZIP
FOREIGN CITY, COUNTRY			CANADIAN PROVINCE
(OC) OCCUPATION		(BD) YEAR OF BIRTH	(CT) NO. OF CANS IN COLLECTION
			(CC) FOR OFFICE USE

Enclose a check or money order **NO CASH PLEASE** for \$17.00 (\$22.00 for foreign members) to cover initiation fee of \$5.00 and annual member dues for the year 1979 in the Beer Can Collectors of America of \$12.00 (\$17.00 foreign members). \$3.00 of this amount is for a subscription to the Beer Can Collectors News Report for one year. Return this bill form with remittance. Members who join after October 1st will be paid for the balance of the present year plus all of the following year.

Please make check payable to BCCA and mail to: BCCA 747 Merus Ct., Fenton, MO 63026



CANVERSAIONS WITH THE BERGMEISTER 799 A Decorative Column

A genuine juicy
from the Badger
Bunch's news
Report ↓

We mentioned Fred Wolpe's different composite list a bit ago. For those who are curious but to lazy to write, it contains the composite of ALL 11 & 12 oz. California cans that he knows of. Over 1200 in all. Write to Fred for details if you want one. If you are a Cal. can freak and enjoy variations of same, this is for you.



WOW! A thought we never thought we would get an answer on. Whatkind of beer is sold in the Yukon, which, as everyone knows, is the 2nd greatest place in the world after Wyoming. Anyway, somewhere around here is a picture of Keith Cochran, #10723 in front of the Sourdough Saloon, in Dawson City, Yukon. Keith said that the Sourdough sold Old Style (Canadian I'm sure), Molsons, Labatts and Colt 45. Other Yukon towns like White Horse, Ross River and Watson Lake also feature Canadian beer. One day, this column will be written in the Yukon.

Are there any Will Henry-Clay Fisher Fans out there? If so, please contact me!!

This is cute. Straight out of a plate collectors catalog. Compliments of Larry Dreher, #9809.

Contrary to popular belief, I do like beer cans. But not new ones!!

Lonnie Smith in the midst of a super trade. (He looks so serious, he must be trading for currents.)

(YY) 1978 Noritake Egg \$18.50
Noritake of Japan has a 1978 Collector Plate for \$285.00 and worth it as well as this delicate bone china bell. Japan makes some of the Finest Limited Editions available—and this is an example.

(ZZ) 1978 Schell's Export Beer Can \$7.50
Did you know there are more beer can collectors than plate collectors? We'd thought you'd like to see the "Best Beer Can of the Year"!!



(YY) 1978 Noritake egg

(ZZ) 1978 Schell's Export Beer Can

The mention of Bill Verkvilen #9928 being the Raider Trader, only brought him 3 responses. Bill collects Paul Revere & the Raider records. When we last heard, he had 16 singles and 7 albums. Record collecting seems to be reasonably popular among BCCA'ers. I know of several other pholks who are into moldy oldies, Gary Crossen and T.C. Reinke. Anyway Bill sez he would like to hear from other people with similar "tastes". Anyone now what song the Overlanders did in the early 60's? First correct answer gets a Wellington ML compliments of me.

Marlboro Beer...2 stories-the first from Larry Skinner, #15989...Marlboro came in bottles only, and was released as a test market sample only. The label was exactly like the ~~king~~ cigarette package. Miller test marketed other things like Maverick and University Club, in throw away bottles. A certain amount of bottles were released for a copyright of the label. It will be canned and test marketed for sale in the near future.

More baseball beer...3 Rivers Stadium sells Iron City & Stoney's...this from Bruce Kibby #7147, Vet's Stadium in Philly sells Schmidts & ~~Ortlieb's~~ Ortlieb's, Memorial Stadium carries Nat'l. Boh, Black, Label, and Schaefer. Municipal Stadium has Genesee & Stroh's, Shea (Hooray!!) Stadium carries Schaefer, as does Yankee (Boo!) Stadium. These from Rick Benson, #10562. Bruce Kibby was wondering why I wanted this information. So am I.

Jim Plummer, #6649 sent us a copy of a list that has the super rare Herrmanns Monument listed as a 6/1. Bob's 3/1 except for the BCCA can, 4/1. Hunters Special 4/1. We will save the owner of the list the embarrassment of printing his name. This time.

Version #2, from Roland Berz, #139. "In order to ~~protect~~ protect certain trademarks or registered brands, breweries at least once a year bottle and distribute certain brands they wish to ~~protect~~ protect against infringement by other breweries. Usually, every May, Miller bottles several hundred carrying both Marlboro and Phillip Morris labels, which they distribute to favored distributors strictly for their use and not for resale. Schlitz does the same thing with Encore.

More old news...Jim Thole, (remember him) attended this past years Dayton MiniConvention and reports the following..."As I pulled up to one of the doorless stalls, my eyes were bewildered at the sight of one (1) adult female exiting, after zipping up from a men's room. I didn't realize our club was that social!" And Jim doesn't drink.

And Now...live from New York, its Dick ? Rausche, LIVE!!! Dick sez...with Vegas making a bid for '83, that if they win, it might be the first convention where no one comes to dinner. So much to do, y'know. And, that Vegas is a natural, with all the hotels named after beer cans...Ambassador, Holiday, ~~Orbit~~ Orbit, Western, Imperial, King, Riviera, Highlander, and Bob's. And if the MGM Grand merged with the Union Plaza, Grand Union,

The Limited Edition North American Endangered Seashells Series is a suggestion of cross pollination by Jim Lowry #16805. Suggest he further...if you lightly shake the can hold it to your ear, and hear the sound of the surf.

The new idea for coding the size & type of your collection will of course bring about those who only collect weird letter combinations.

Drink Perrier!

Drink Perrier!

There is now a chapter for 9.2 oz. collectors, and one for gallon collectors. How about 16'ers uniting? Any interest?

Drink Perrier!!

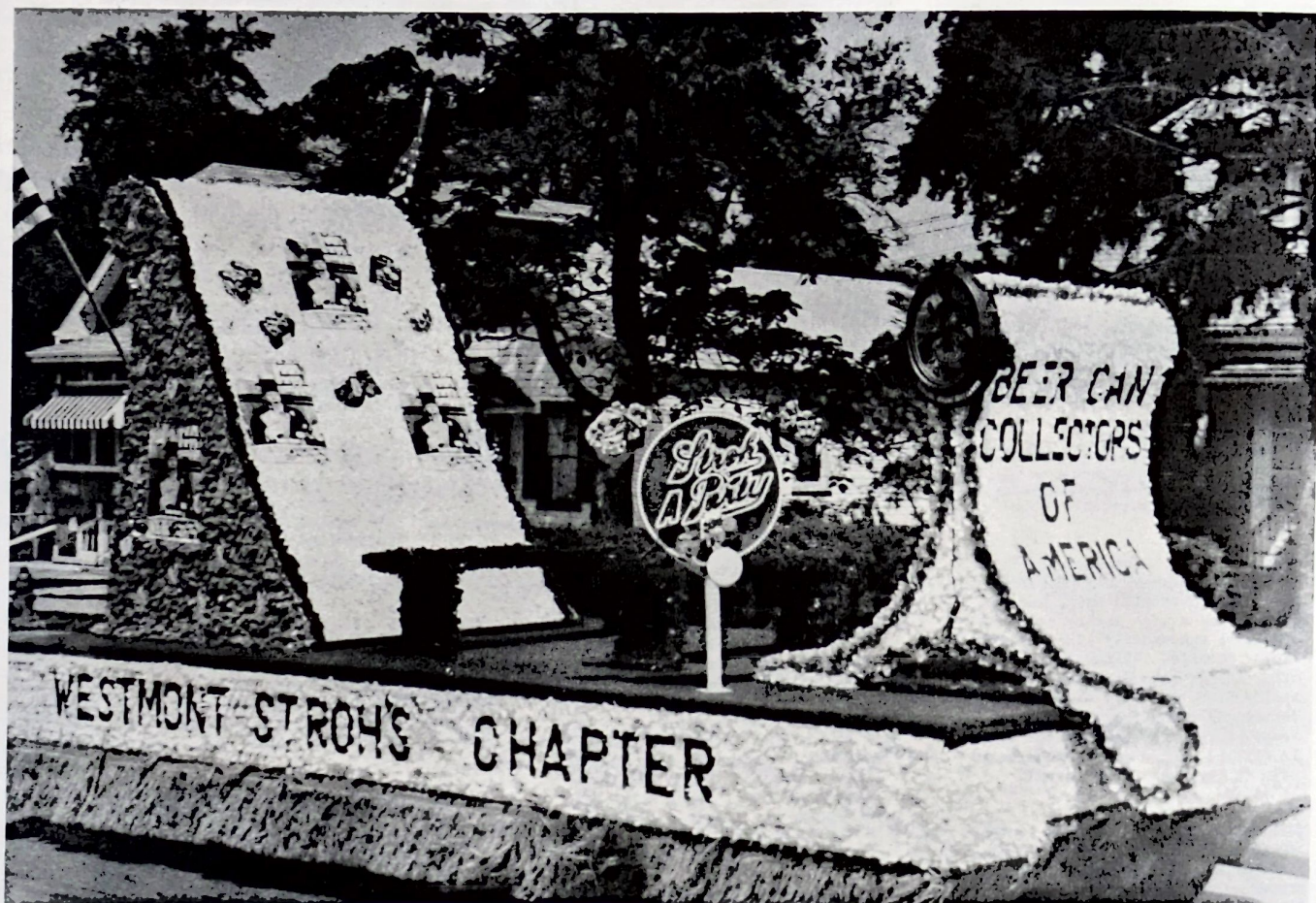
For my first tribute to someone with a number over 18000, here is a picture of Jason Solovitz, son of Allen Solovitz, #18357. Allen says that Jason is holding two cans that he (Jason) emptied on a recent trip to Bermuda, in his bermudas. Whoever the guy is on the right has to be the classic example of an American tourist. I bet a dollar he has a Brownie camera around his neck. The old lady in the back has ugly legs, too. Don't write me about this. Jason did not empty the cans.



Beer Can Collectors of America

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The above is a photo of the Westmont Chapter's float that was entered in a parade for a function called Pow Pow Days in Westmont, Illinois. This was one of 115 units entered in the parade.

DAN'L BOOM

